

JUL 11 1935

# THE Publishers' Weekly

*The American Book TRADE JOURNAL*

VOL. CXXVIII

JULY 6, 1935

NO. I

## Spring Came On Forever

*The new novel by the author of "A Lantern In Her Hand," "A White Bird Flying," "Miss Bishop," etc. Publication in September.*

*This is the inspiring story of a pioneer woman and the years from the 1860's onward. A certain leader in bookstore sales and rentals.*



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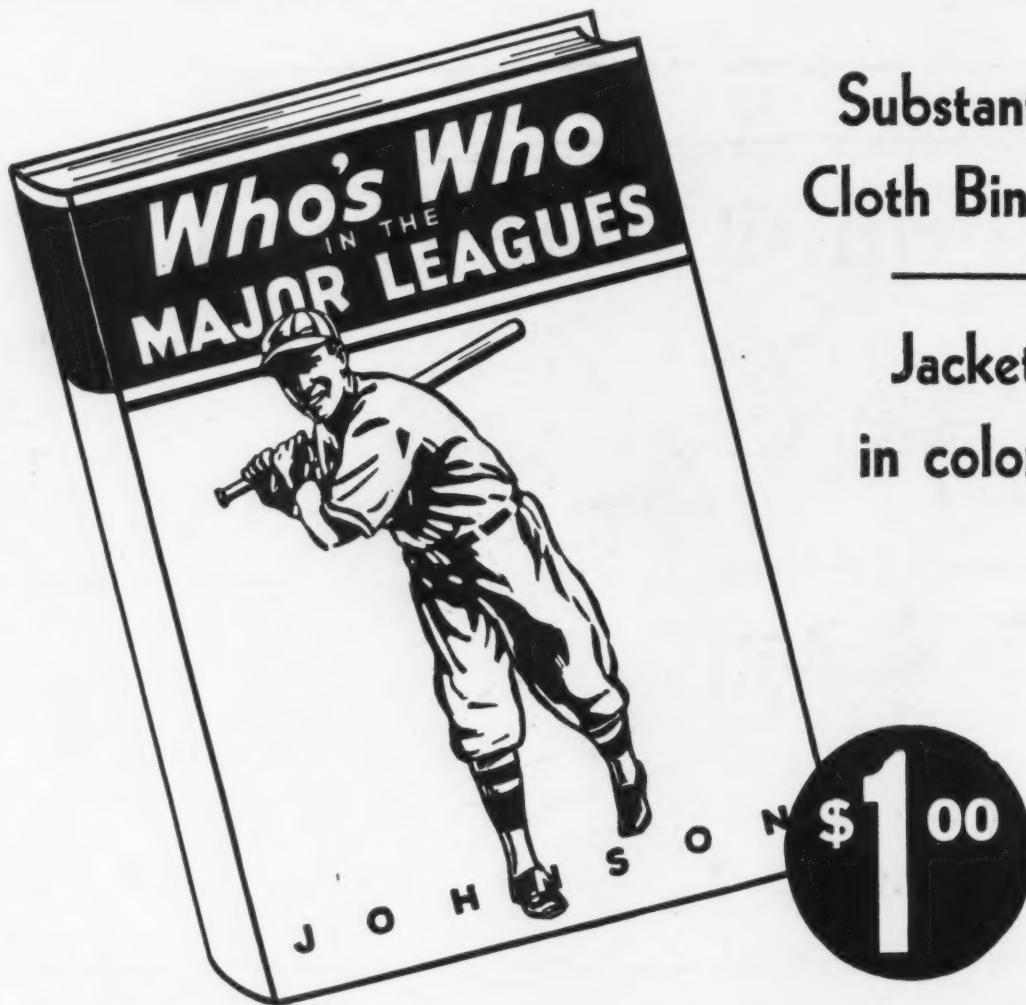
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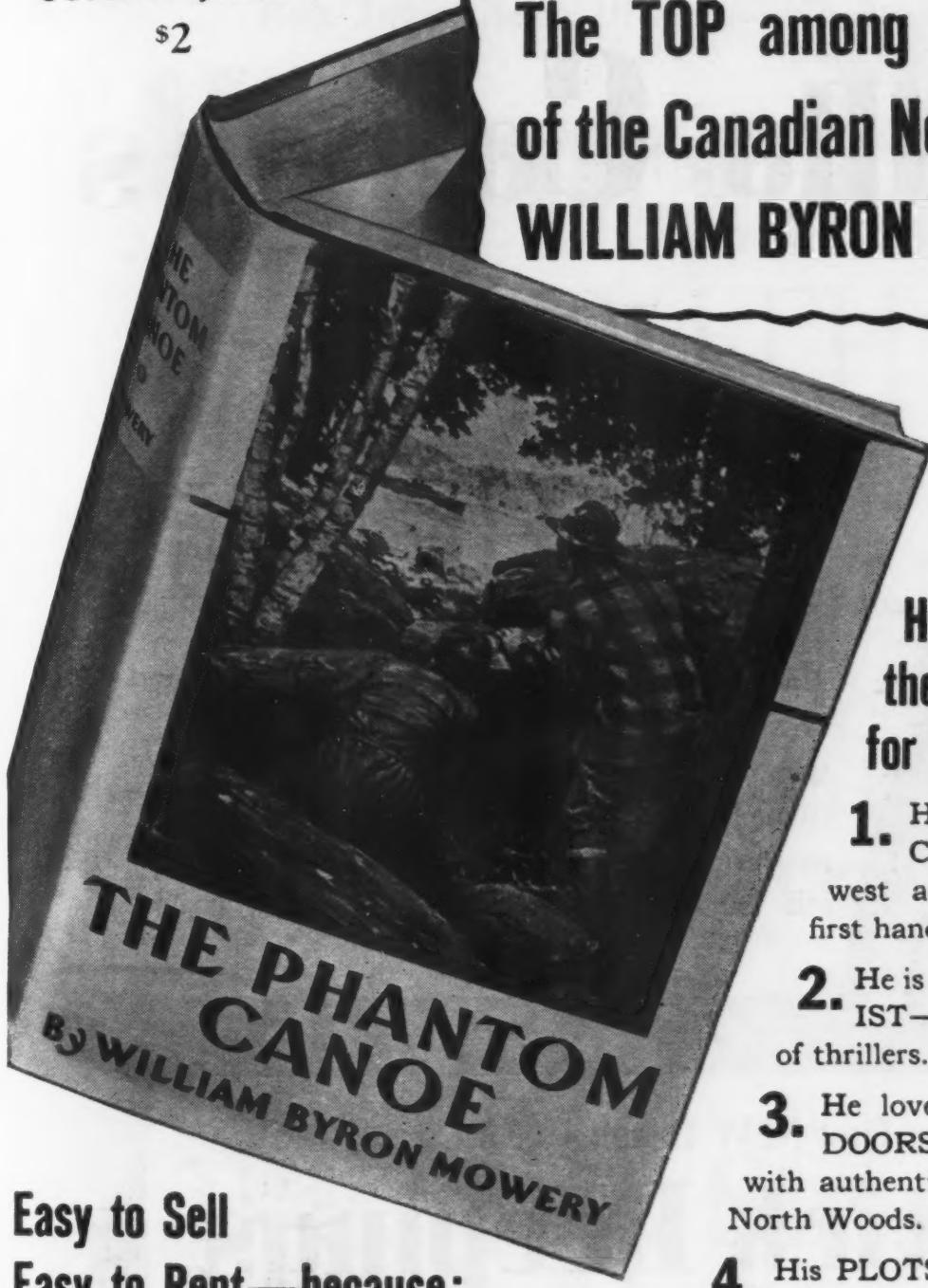
REILLY & LEE CO.  
*Publishers . . . CHICAGO*

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1935 by R. R. Bowker Co.

COMING JULY 8

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The TOP among novelists  
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Both August Books-Of-The-Month Are By

# Clarence Day

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In this rousing romance of the Western Highlands in the years of the Napoleonic Wars, Strong has written not only his finest, but his most robust and readable novel. Sample it yourself.

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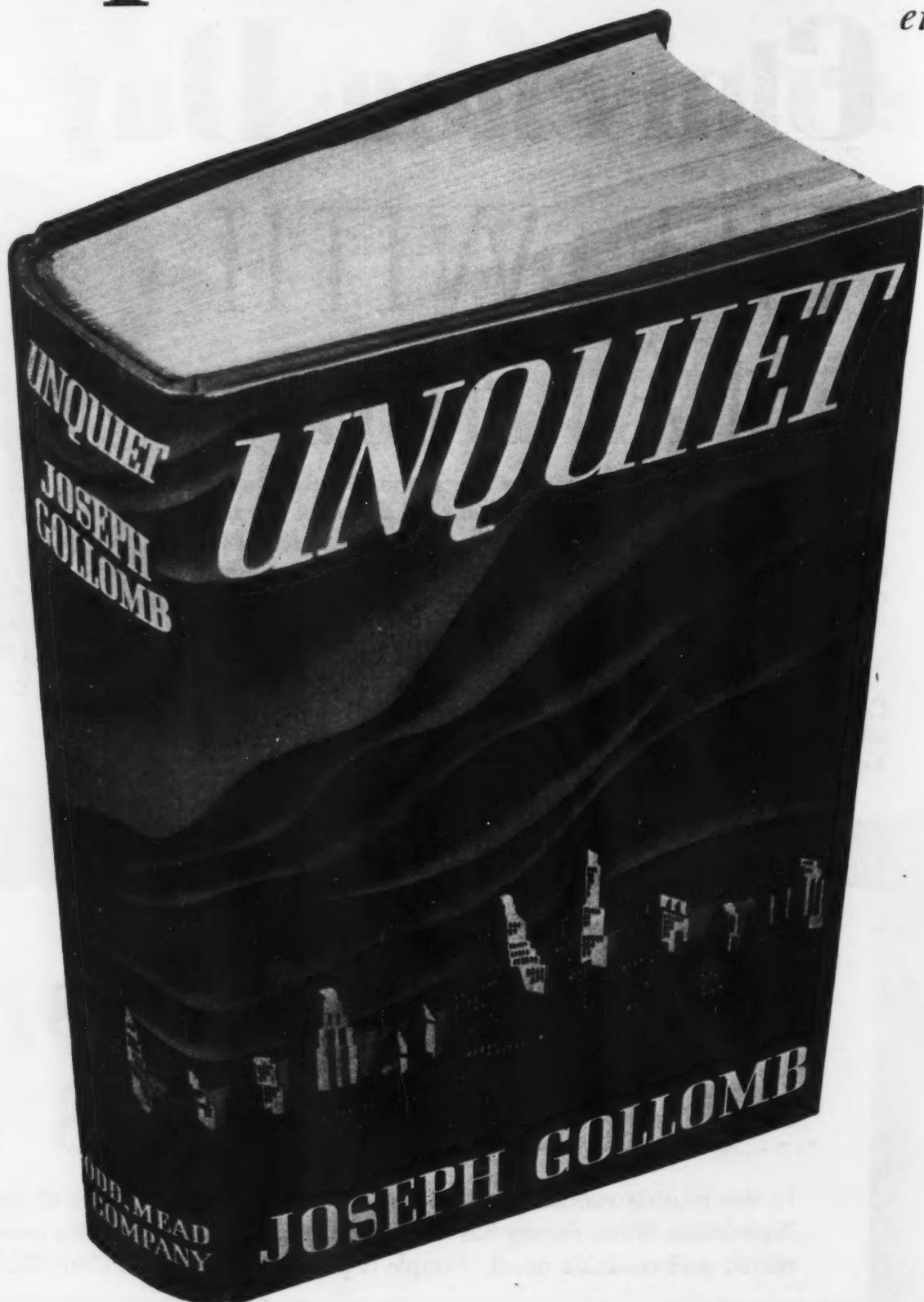
## DINARY DIFFICULTIES OF EVERYDAY PEOPLE

PUBLISHER, N. Y.



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A NEW NOVEL  
by the author of  
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etc.



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By Max Brand

A rousing two-gun Western—hard riding, quick shooting and tough hombres on both sides of a cattle men's feud.

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A vivid, modern girl, who, in spite of conventions and opinions of other people, determined to get what she wanted—and succeeded!

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With illustrations by MARGUERITE BRYAN

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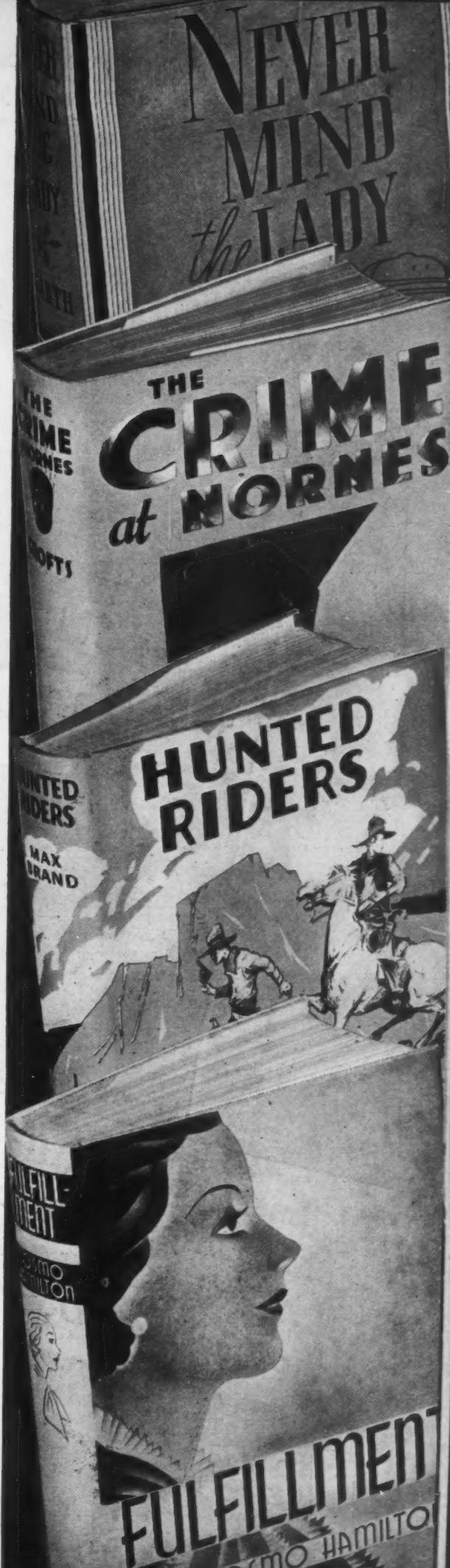
By the author and artist of FUN WITH MICHAEL, etc.



An amusing text about a dog that wouldn't go back home. Appeals to young and old alike.

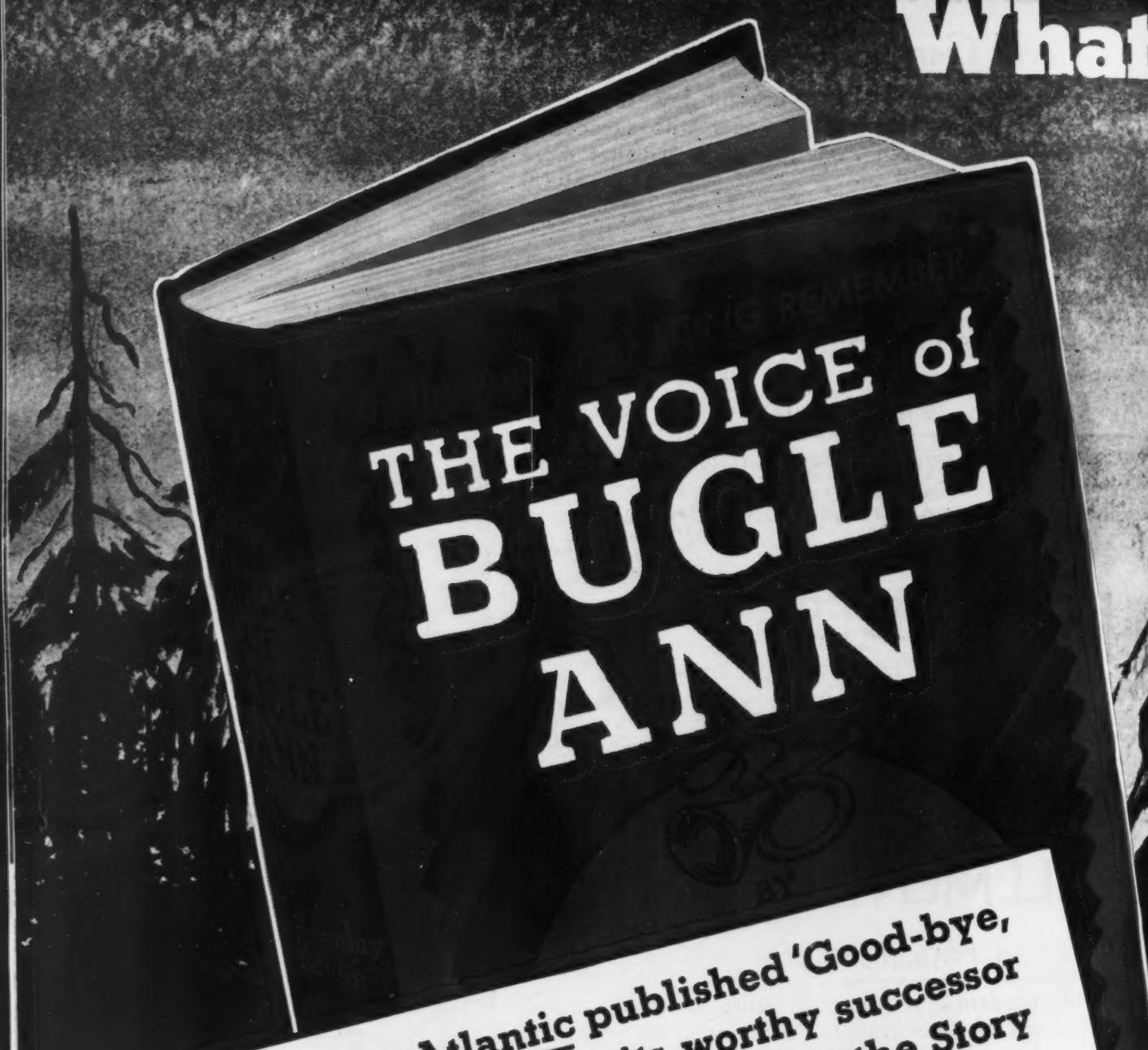
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# \*The Book That Will D What"



## THE VOICE OF BUGLE ANN

"Last year the Atlantic published 'Good-bye,  
Mr. Chips'. Now comes its worthy successor  
... Everything combines to make it the Story  
of the Year. Don't miss it." —THE ATLANTIC MONTHLY

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# I Do For You This Fall "MR. CHIPS" Did Last!

*MacKinlay Kantor*

AUTHOR OF  
**LONG REMEMBER**

\* In April of 1934 *The Atlantic* published "Good-Bye, Mr. Chips." In the August 1935 issue they offer "The Voice of Bugle Ann." As the editors say in their Contributors Column: "When a general magazine devotes more than twenty pages to a single story, the editors stake their reputation that it is a good one."

Add to this MacKinlay Kantor's popularity as the author of "Long Remember" and the fact that we have kept the price down to only \$1.25, and you can see that we are not unreasonable in expecting THE VOICE OF BUGLE ANN to be one of the fastest sellers, and perhaps one of the biggest money-makers, you will have in your shop this Fall.

National advertising and publicity, an attractive jacket, a poster in color, and a special advance order poster on request. To be published August 19. Order Now.

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wears the beauty, skill, and  
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Ellen Glasgow has reached into the past for the roots of a story of modern life, with its setting in the historic Great Valley of Virginia. The novel encompasses over thirty years of time, ending in the 1930's; it springs from an intense theme—vein of iron, will to live, the fortitude which draws generations together; it centers quickly in a love story which grows steadily more profound and more dramatic; and it becomes an unforgettable novel of human nature in conflict with fate.

August 22, \$2.50

Anne Morrow Lindbergh's NORTH TO THE ORIENT, August 15

William Seabrook's ASYLUM, August 8

Phil Stong's THE FARMER IN THE DELL, July 18

HARCOURT, BRACE AND COMPANY, 383 MADISON AVE., NEW YORK

# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JULY 6, 1935

## Pullman Reading

*A Roving Reporter Finds Only Seven Books Among 139 Passengers*

GROFF CONKLIN

ON A CERTAIN SUNDAY IN MAY, at 11.20 P. M., the *Chicagoan* pulled out of Grand Central Station headed for the Metropolis of the Middle West with its freight of sleeping human beings. And the next morning, as soon as the porters had finally folded away the berths, a survey of the reading matter of the travelers on the train began.

Previously, the permission of the Pullman conductor had been obtained to conduct the survey, with the proviso that the passengers be not bothered with interviews save to ask them what they were reading. The necessity for that did not occur very often; the titles of all the varied papers, magazines, and books that were aboard were visible.

In the possession of a total of one hundred and thirty-nine Pullman passengers on this train, there were observed seven books. Among all that miscellany of prosperous people—prosperous they must have been for the most part—were they not traveling by Pullman, when they might have saved half the fare traveling by bus?—among all that collection of bankers and brokers, salesmen and professional men, only seven books were found.

One was a mystery—Mignon Eberhardt's "House on the Roof." The stout and impeccably dressed gentleman who was reading it could hardly take his eyes from the page long enough to direct the carrying of a tall glass to his mouth. That was in the club car.

Two were westerns—"The Feud of the Cattle King" and "The Tenderfoot." They were resting on the dining car table while their proprietors, two more highly prosperous-looking men of affairs, ate their dinner and conversed heatedly about Henry

Ford—we were passing through Detroit at the time . . .

Deeping's "Smith," a reprint of a Kathleen Norris novel, Gerald Gould's "Isabel" (a remainder) and a fresh new copy of "Now in November" made up the list. Not a book of non-fiction among them; not even a biography.

The next class above the book-readers in number was a group of unhappy people, numbering eighteen, who were doing nothing. Of these, however, four were mothers with fractious and noisy infants; they were not counted in the averages, for they may have wished very sincerely to read some good book but the demands of their offspring forbade any such relaxation. The other fourteen just sat. They looked out of the windows and passively surveyed the kaleidoscopic scenery. Judging from their general air of moderate prosperity, I do not doubt they could read if the necessity arose.

The rest of the passengers of the train fell into two nearly equal groups: the newspaper readers and the magazine readers. There were fifty-eight newspapers—Sunday editions all, bulky and full of variegated columns of reading matter—and fifty-six magazines. And all, it may be added, were in use. It must be admitted that by far the majority of the passengers were industrious.

Newspapers were, as mentioned, in a slight majority; and among the papers the *Times*, of course, was far in the lead numerically. There were twice as many copies of the *Times* as there were of the next contender, which was the *New York American*. There were twenty-three copies of the

*Times* and twelve copies of the *American*. the *New York Daily News* was next with nine, and the *Herald Tribune* a surprisingly bad last, among New York papers, with only four. The balance of the number was scattered among copies of the various local papers of Buffalo, Detroit, and Chicago.

I noticed, incidentally, that a Detroit paper—the *Free Press*, I believe—carried an extra section in which was printed a complete novel—just one more element of competition for the struggling booktrade!

The poor showing of the *Herald Tribune* was paralleled in an equally low rating among magazines for that other outpost of hardshell Republicanism, the *Saturday Evening Post*. *Collier's* led the van with seven copies aboard, whereas of the *Post* there were only two copies visible.

Next to *Collier's* came *Time*, with five copies. Then came the *American Magazine* and *Redbook*, two hardy perennials of fiction, with four each; *Cosmopolitan* and the *Reader's Digest*, with three each; *Ballyhoo*, *Esquire*, *Life*, and the *Saturday Evening Post* with two each; and a ruck of single

copies bringing up the rear. These were: *Liberty*, *Argosy*, *Aero Digest*, *Doc Savage*, *New Republic*, *Ladies' Home Journal*, *Street and Smith's Complete Novels*, *War Birds*, *Short Stories*, *Radio Stars*, *Good Housekeeping*, *Photoplay*, *Woman's Home Companion*, *Vogue*, *Forbes*, *Newsweek*, *Popular Mechanics*, *Business Week*, *Caravan*, *Breezy Stories*, and *Delineator*.

Now, for all I know, a professor of philosophy may have been hiding behind that copy of *Breezy Stories* (he looked it), and an Important Official may have been relieving the tedium with that strangely named pulp, *Doc Savage*, but even so, the results of the survey did nothing to counteract the general impression that whatever we may be, we are not, as a nation, good book buyers or readers.

I remember especially a stout and resolute-appearing man who sat in a sea of sections from a *New York American*, all by himself in a private compartment, with his hands crossed in front of his large stomach, twiddling his thumbs. The little act seemed somehow symbolic.

## A List of Maine Novels

A. J. HUSTON

*Bookseller of Portland, Me.*

THIS LIST WAS COMPILED BY Elizabeth Crawford of the Maine State Library and my assistant, Miss Rigmor Nielsen, with suggestions from the Portland Public Library, the University of Maine Library, the Bangor Public Library, and Charles Campbell of Loring, Short & Harmon, Portland booksellers.

From Madame Wood, Maine's first novelist and one of the earliest of American novelists, down to the writers of the present day, Maine has contributed creditably to American literature. It is interesting to note that for the past hundred years Maine writers have consistently been producing books that have attained national circulation, books that have been more than profitable to publishers and booksellers. Some now practically forgotten novels achieved sales that even today would be considered impressive. For example, Mrs. Prentiss' "Stepping Heaven-

ward" and Mrs. Pike's "Ida May" were best sellers of their time. The first sold over 100,000 copies in America alone and appeared in more than a dozen editions in Europe; more than 60,000 copies of the latter were sold in America and it was also reprinted in England. The novels of Mrs. Howard were popular for two decades and went into large editions. Mrs. Spofford's "Sir Rohan's Ghost" and "The Amber Gods" compare favorably with the best of Poe and Hawthorne. It is scarcely necessary to call attention to the literary merit of the books of such writers as Sarah Orne Jewett, Mary Ellen Chase, Gladys Hasty Carroll, Robert P. T. Coffin, and Kenneth Roberts.

Almost without exception, every one of the books on the list, both old and new, is still salable.

In defense of our inclusion of the books of Elijah Kellogg and C. A. Stephens, which

are, strictly speaking, perhaps juveniles, they seem to us much too important to be omitted from a representative list of Maine fiction. As a matter of fact, their books are as much read by adults as by young people. C. A. Stephens was for half a century the most popular contributor to the *Youth's Companion*. In this connection one might just mention the books of Miss Rebecca Sophia Clarke (Sophie May) and Jacob Abbott. Their books were enormously popular in their day. Probably the best loved of Miss Clarke's books were the six volumes of the *Little Prudy Series* which were published in Boston in 1864-66. Abbott's "Rollo Books" published in the 1830's and '40's are almost as well known now as they were then, but possibly for different reasons.

The fact that the list is restricted to fiction precludes our more than mentioning the names of such poets as Longfellow, Edwin Arlington Robinson, and Edna St. Vincent Millay, all of whom were Maine born.

We might note in passing that we can only claim such writers as Rachel Field and Booth Tarkington because both have long been summer residents in Maine and both have written of Maine and Maine people. Miss Field's "Time Out of Mind," recently published, is a conspicuously fine study of Maine and Maine people. And we feel that we have some claim, however slight, to "Uncle Tom's Cabin," which was written while Mrs. Stowe was living in Brunswick, Maine.

#### *A List of Outstanding Fiction by Maine Authors*

- Wood, Sally Sayward. *Julia, and The Illuminated Baron.* 1800.
- Dorval; or The Speculator. 1801.
- Neal, John. *Logan, A Family History.* 1822.
- Seventy-six. 1823.
- The Downeaster. 1833.
- Judd, Sylvester. Margaret. 1845.
- Smith, Elizabeth Oakes. *Salamander.* 1848.
- Stowe, Harriet Beecher. *Uncle Tom's Cabin.* 1852.
- Pike, Mary Hayden (Greene). Ida May. 1854.
- Parton, Sara Payson (Willis). Ruth Hall. 1855.
- Ilsley, Charles Parker. *Forest and Shore.* 1856.

- Willis, Nathaniel Parker. Paul Fane. 1857.
- Spofford, Harriet Elizabeth (Prescott). Sir Rohan's Ghost. 1859; *The Amber Gods.* 1863; Azarian. 1864.
- Kellogg, Elijah. Elm Island Stories. 6v. 1868-70.
- Prentiss, Elizabeth (Payson). Stepping Heavenward. 1869.
- Howard, Blanche Willis. One Summer. 1876.
- Jewett, Sarah Orne. Deephaven. 1877.
- Howard, Blanche Willis. Guenn, A Wave on the Breton Coast. 1883.
- Jewett, Sarah Orne. Strangers and Wayfarers. 1890; A Native of Winby and Other Tales. 1893.
- Brooks, Noah. Tales of the Maine Coast. 1894.
- Wiggin, Kate Douglas. The Village Watch-Tower. 1895.
- Jewett, Sarah Orne. The Country of the Pointed Firs. 1896.
- Howard, Blanche Willis. Dionysius the Weaver's Heart's Dearest. 1899.
- Jewett, Sarah Orne. The Tory Lover. 1901.
- Wiggin, Kate Douglas. *Rebecca of Sunnybrook Farm.* 1903.
- Eckstorm, Fannie (Hardy). The Penobscot Man. 1904.
- Day, Holman. Squire Phin. 1904; King Spruce. 1908.
- Stephens, Charles Asbury. When Life Was Young at the Old Farm in Maine. 1912.
- Colcord, Lincoln. Drifting Diamond. 1912; An Instrument of the Gods. 1922.
- Millay, Kathleen. Wayfarers. 1926.
- Chase, Mary Ellen. Mary Christmas, 1927; Uplands, 1927.
- Orr, Clifford. The Dartmouth Murders. 1929.
- Roberts, Kenneth. Arundel. 1930.
- Lively Lady. 1931.
- Rabble in Arms. 1933.
- Tarkington, Booth. Mirthful Heaven. 1930.
- Carroll, Gladys Hasty. As the Earth Turns. 1933.
- Carter, Isabel Hopestill. Shipmates. 1934.
- Coffin, Robert P. Tristram. Lost Paradise. 1934.
- Carroll, Gladys Hasty. A Few Foolish Ones. 1935.
- Field, Rachel. Time Out of Mind. 1935.
- Pendexter, Hugh. The Dark Road. 1935.

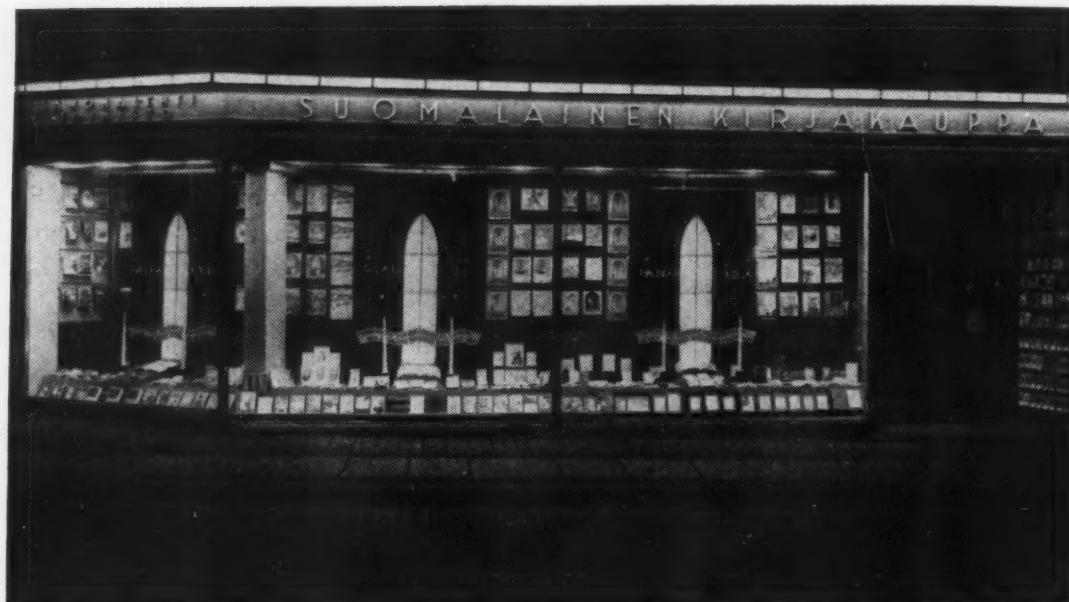
# Helsinki Bookshops

*The Capital of Finland Boasts Two of the Best-Stocked Shops to Be Found Anywhere in the World*

W. S. HALL

*of Snyder and Hall*

Part I



*The exterior of the Finnish Bookshop, which occupies the ground floor of the Old Student's Club. It is a handsome store with a spacious plaza off the entrance*

HELSINKI\* IS NOT LOCATED on what one would call the beaten path. Tourists get there only if it's their objective or if they're on the way by water to Leningrad. It will be safe, I think, to forget the tourist trade altogether and give full credit to the native population for the presence in Helsinki of the largest and busiest bookshops in the world. They are two in number, they are within a few yards of each other and their names are, AKATEEMINEN KIRJAKAUPPA and SUOMALAINEN KIRJAKAUPPA. Which translated means, respectively, Academy Bookshop and Finnish Bookshop.

Not that I know so much about Finland now, but before my visit my idea of the country was probably that of the average American. First I knew that Finland, of all

the countries who owed the U. S. A. money for war debts, was the only one not to default on its payments.\* That alone seemed sufficient to give it, a new and tiny nation, a warm place in our affections. But second, it was the country of Paavo Nurmi and other athletes who, in events of endurance, had swept clean the recent Olympics and so often shown our men their heels that their superiority had come to be accepted as a matter of course. As to history, I had a hazy idea that the Swedes had had something or other to do with Finland but that Russia had made it a part of itself until the recent European map-change disclosed Finland as a full-blown nation. As to its location—somewhere way up north near the Arctic circle.

I had heard that the percentage of literacy

\* On June 10th, the Senate passed, unanimously, a bill authorizing the expenditure of \$300,000 for erecting a consular office at Helsinki, Finland. This new project is a reward to Finland for paying her war debts which are approximately \$330,000 a year.

\* Helsinki is the Finnish (and proper) name for the capital of Finland. Helsingfors is the Swedish form.



*Above: The plaza of the Finnish Bookshop has a dome which brings full daylight into the shop. In the rear are shown the aisles where the store's tremendous stock is displayed*



*Below: One of the bookstalls operated by a subsidiary of the Finnish Bookshop in a depot at Helsinki. There are 150 railroad bookstalls in Finland*

in Finland was practically one hundred. I had heard of the two big Helsinki bookshops, vaguely. No one seemed quite sure of the names. My imagination enlarged on the descriptions I'd listened to so that I was prepared to be disappointed. I was—in the descriptions! For as I said, the two shops I entered are doubtless the largest and best stocked anywhere. And best stocked means in all the most used languages. It's astounding, for Helsinki has only 221,000 inhabitants, and all of Finland a population of only three and a half million. Astounding to me, yes, but not to the Finns. They all read, they all buy books. They speak and read, many of them, German, English, Russian, Danish, French, in addition to their native Finnish and Swedish. Hence the bookshops.

Suomalainen Kirjakauppa occupies the ground floors of the Old Student's Club House on Alexandersgatan. It is one of the handsomest shops I've ever been in, with a spacious plaza off the entrance in which, in full daylight under a generous dome, one can get his bearings and determine down which aisle to proceed after, perhaps, an inquiry in English or any other tongue at the desk just right off the entrance.

The shop was started in 1912, selling books in Finnish and Swedish only. (The population of Finland is about 85% Finnish, 15% Swedish). Today a book in any language can find its place on the proper shelf, although the main foreign departments are, in order of importance—Norwegian-Danish, German, English, Russian, Italian and Spanish.

Oskar Gentzsch, who manages the shop, has his sanctum midway down the store, right. Only a small sector of the shop is visible from his desk so that he cannot at a glance gauge the number of bookbuyers on the premises. But that, in Helsinki, is not a matter of minute-by-minute concern. Nor does the amount of business done depend on the number of daily visitors. A vigorous mail-order department, by a steady output of catalogs, keeps its clients in a constant state of avid unrest. These attractive messengers circulate through all of Finland to the most remote hamlets, their arrival being as welcome as that accorded the bulky general merchandise catalogs in less civilized communities. I carried away with me, as unreadable souvenirs, a fat batch of these brochures, as for instance; *Fennica Kirjoja*, (books about Finland and books in foreign languages by Finnish authors); *Joululuettelo*,

*1930-1-2-3-4*, (Christmas numbers of books in all languages averaging eight pages devoted to books in English); *Puutavara ja Metsä*, (forestry and timber trade); *Sotilas*, *1931-2-4*, (military); *Uudempaa Lainopilista*, (law); *Lehti-Maailman Avain*, 1935, (newspapers and periodicals in 25 different languages, 96 pages).

An amusing feature of some of these catalogs—the Christmas numbers in particular—is their bilingual impartiality. Hold a *Joululuettelo* in your hand, tumble it upside down and you look at the same cover so far as design is concerned, but you read *Jul Katalog*. And for Souomalainen Kirjakauppa, Helsinki at foot you read *Finska Bokhandeln*. That preserves a necessary nice balance between those who prefer Finnish to Swedish and vice versa (the same idea is apparent in signs, posters, sales-checks and advertisements, which must please the printers and sign-painters).

Finland is not a small country in area as a glance at the map will show. The same glance will show a surprising amount of inland water, and the various estimates (ranging from 10,000 to 40,000) of the number of lakes in Finland lead me to believe that in their knowledge of their country that is the only thing in doubt. The lakes are admirable for slow transportation, movement of timber, etc. A railroad system of recent development has brought the entire country within quick touch of the capital. Each railway station has its bookstall, and the firm which owns and operates them, Rautatiekirjakauppa Oy, is amalgamated with Suomalainen Kirjakauppa. The R. O. was founded in 1910. Besides the 150 railway bookstalls, it supplies about 1,400 retailers (street vendors, newsdealers, stationers, tobacconists) with newspapers and periodicals, Finnish, Swedish and foreign. And, of course, books. Twenty percent of the total sales are made in the railway stations, 80% elsewhere.

But I should not, while speaking of railway stations, neglect to mention the magnificent central depot in Helsinki where is located a particularly busy kiosk. It was designed by Eliel Gottleib Saarinen who seems to have created in it a distinct architectural style. It is the most impressive station I know. As Robert Medill says in "Finland and Its People," . . . "it expresses in its flaunting size and magnificence, the faith of the Finnish people in the future transportation needs of the city and nation."

# And All That We Can Say Is Thank You Very Much

HARRIET ANDERSON

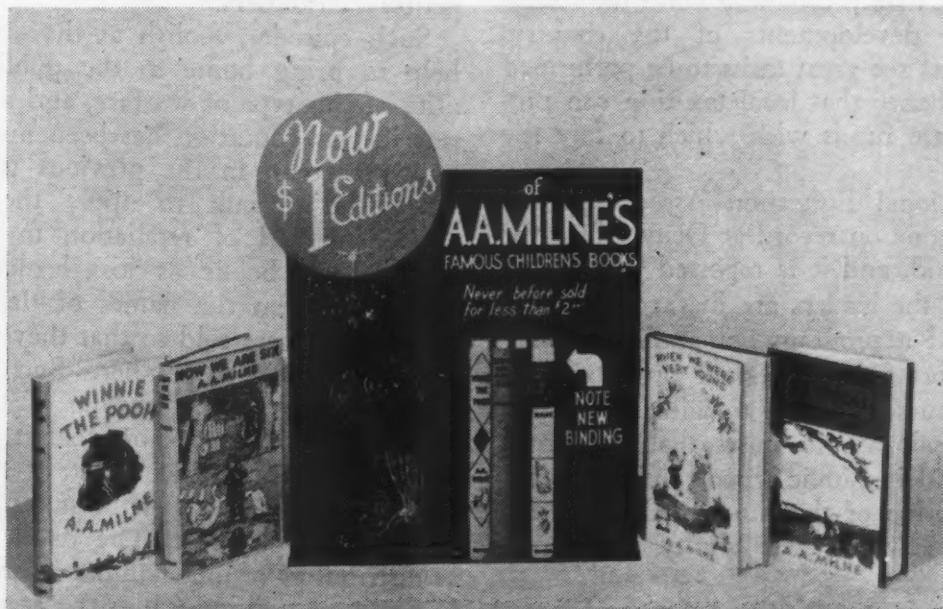
*of the Channel Book Shop, New York City*

PERHAPS I WOULD BETTER write Twenty lovesick bookshops we. It might more accurately describe our feelings than the rather flibbertigibbet piece of W. S. Gilbert that heads my praises to the publishers who took "the advice they never asked for." Thanks and thanks again to those of you who read the Advice of February 16th and are now planning to give us some of the good things we thought we could sell.

We were delighted to hear recently that we are going to get a two-volume set of "Men and Memories" at five dollars. Admirable Coward-McCann. Harriet Ashbrook writes, "Booksellers have but to speak, to hint, to murmur and we are their slaves." We are happy to know that we are to get our dollar edition of "Precious Bane"; that's good news. And Messrs. Dutton just went quietly mad and added the four Milnes in dollar editions, too, so we'll have dollar Poohs as well as a dollar Webb. Excellent Dutton. Messrs. Oxford have made us especially glad by giving us the five-dollar Keats

letters we wanted—the college bookshops of the Round Table group are flashing all their teeth in wreathed smiles. Publishers should have seen the twenty shops of the Round Table that met here last May and went into solemn conclave about how many of these titles we could sell. "It's up to the women now" and no mistake.

It seems that Stokes are considering the possibility of taking steps about the Sedgwick "Garden Month by Month," and we are hoping to get that next year at a good common or garden (city) price. Our friends, Harcourt and Holt, like Barkis, are willin' but as yet they cannot see a definite date on the cheaper editions we want. Maybe next Spring a "Common Reader" in one volume and a dollar "Goodly Heritage" and the Housman poems in one volume. We hope it will mean that not only members of the Bookshop Round Table but also other members of the A.B.A. will ask for other old favorites at lower prices, get them, and sell them to the satisfaction of us all.



*One of the displays for the new \$1 Milne books*

# THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Lepoldt

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RICHARD ROGERS BOWKER  
Publisher and editor to 1933

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ALICE P. HACKETT

ALBERT R. CRONE . . . . . Publications Manager

LOUIS C. GREENE . . . . . Advertising Manager

July 6, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Schools and Libraries and Federal Aid

BOTH THE SCHOOLS AND LIBRARIES of the country, through their national organizations, are moving toward programs of state and federal aid that may profoundly affect the future educational developments of the country. Their leaders see great tasks to be performed and little chance that local taxation can provide adequate funds with which to face the task.

The National Education Association has this week gone on record at Denver in favor of federal aid, and it is reported that ninety per cent of the leaders are in favor of pushing forward a program demanding government support for educational projects ranging from nursery school to adult education. The proposals are to states that the funds shall be used in public schools only and that the distribution of the funds shall be to the states inversely to their ability to support themselves.

In the previous week the American Library Association moved toward a similar objective by approving the idea of a Federal Li-

brary Agency (there has long been a Bureau of Education in the Department of the Interior), and authorizing a new committee to give final study of the proposal for Federal Aid for Libraries which the Council of the A.L.A. had already approved.

Such programs from our two great national associations indicate a fighting determination to find some way to meet the urgent needs of the day. When educators and librarians see their programs pinched and throttled while hundreds of thousands of dollars are poured into roads, dams and war preparations they begin to wonder whether our nation cares less for its children than for its other interests.

## Playing with Prices

PEOPLE OF THE PACIFIC COAST recently got some amusement out of a price war when the Safeway Stores instead of advertising specials they had to sell carried in their advertising lists of specials they would be glad to buy. In their areas of retailing there were certain advertised products which were being sold as loss-leaders, and the Safeway Stores announced their interest in buying any packages of these products from anyone who might bring them in, at purchasing prices of some 30% to 40% above those that were being charged by the price-cutters. Within three days they had bought in several thousand dollars of their competitors' merchandise, and, what is more, had brought into their stores several thousand of their competitors' customers.

Such episodes, foolish as they may seem, help to bring home to the public the futility of this type of warfare, and more progress in this education has been made in the past year than in the previous twenty. It would be difficult to apply the Safeway Stores' method of retaliation to books, as stores using books as loss leaders usually stamp on them the names of the stores at which they were sold so that they might not be so easily sold in another. Such stamping is a handicap to the transfer of the books, and it also serves to show that it is not the sale of the books which interests such stores but the use of books to bolster up the sale of other merchandise. The retail booktrade as distributors of merchandise is undoubtedly in a critical position. It is the apparent ultimatum of the Macy store that retail merchandising of books, which is so highly re-

spected in other nations, must be sacrificed in this country to the upbuilding of the general merchandise of a department store. The education of the public as to the uneconomic character of the loss-leader business cannot proceed too rapidly.

So far, we have seen no comment on the part of cash stores on the statement contained in the recent Harvard survey that the best showing by the large department stores in the country had been obtained by those who did a charge as well as a cash business.

### Mr. Morley Objects

CHRISTOPHER MORLEY has a gift for coining quotable phrases which are a great temptation to all of us who are at a loss for an apt phrase. One that the *Publishers' Weekly* specially liked he used some years ago to apologize for confusing Roger Bacon with Francis Bacon, "I can only make a feeble gesture of discomfiture," and we used it, too, in the *Weekly* after that to apologize for some error of our own (*with due credit to Christopher Morley*). Another thing we like about that phrase is the way it reveals Christopher Morley's good-tempered replies.

In the *Saturday Review* of June 29th, Christopher Morley's *Bowling Green* is given to a tabulation of phrases from his books with parallel phrases from O. O. McIntyre's new book "Big Town." Christopher Morley's phrases are very good. We can well believe they were very tempting and the parallels are striking.

To quote a few:

#### "The Big Town" (1935)

P. 25:—"There is a specious legend that wine, no matter how long casked, remains always en rapport with its native vineyard. When vineyards flower each year, the barreled vintage fumes and bubbles. A chemical heredity."

#### "John Mistletoe" (1931)

P. 440:—"After a wine has been barrelled it is still en rapport with the vineyard. When next year's flowering comes on the vines, the liquid in the cask stirs and fumes and scintillates by some chemical heredity."

#### "New York Day by Day"

"A new love that has that tender glow of a child's forehead near the hair."

#### "John Mistletoe"

P. 264:—"The tender glow of a child's clear forehead near the hair."

#### "The Big Town" (1935)

P. 67:—"I used to go to that corner and bestow an affectionate self-approval."

#### "Human Being"

P. 2:—"that tone of affectionate approval which does us so much good when self-administered."

#### "New York Day by Day"

"Who was it called the glare of Broadway's  
witch fires of illusion?"

[Who indeed?]

#### "John Mistletoe"

P. 124:—"the high amazing city blossoming  
its witchfires of illusion."

Mr. Morley has reproached the borrower in his usual good-tempered style. His piece begins:

"When I'm low in mind, or feel any sort of spiritual ullage, I have an unfailing consolation. At any rate, I say to myself, O. O. McIntyre likes my stuff. And How. He's often astonished his many readers by the warmth of his compliments to me in his newspaper column ('New York Day by Day', in the New York *American* and syndicated in many other papers). And I daresay I never should have been so unmanly as to mention the matter or seem ungrateful to my most appreciative client except that Odd has now collected a lot of his columns into a book."

And at the conclusion of his table of parallels, he says: "The sad part of it is that Odd will think this good-humored memorandum very cruel, ungrateful, and ornery. And his millions (literally millions) of readers will miss from now on occasional bits they might innocently enjoy . . . unless, of course, they should subscribe to the *Saturday Review*." In his P.S., Christopher Morley says: "It just occurred to me to look up Odd in *Who's Who*. It says 'educated at Bartlett's College, Cincinnati.' The college of quotations?"

Mr. Morley's only comment to the *Publishers' Weekly* was that he had long been a collector of association items and would like nothing better than to have in his own library McIntyre's copy of "John Mistletoe."

## News of the Week

### Doubleday Price Test Abandoned

MANY BOOKSELLERS and publishers believe that a reduction in the list prices of books would not only result to the advantage of the consumer but also improve the profit possibilities in the book trade.

In order to test the effect of reducing book prices, Nelson Doubleday, President of Doubleday, Doran & Co., presented a plan of a proposed experiment to the Board of Directors of the American Booksellers Association and requested their reaction. Apparently incorrect rumors about this matter have reached the trade, and in order to correct them, the Association would like to present the actual facts.

The proposed plan would have entailed the temporary reduction of prices on all books in four small New York Doubleday, Doran Shops. The conditions under which reductions would have been made would have avoided to every possible extent, price comparisons by the public. The information gained by the experiment would have been made available to the trade generally for its guidance in setting list prices in the future.

The Board of Directors of the Association after consideration, went on record as opposed to this particular plan for the following reasons:

1. That the results would be inconclusive.
2. That it would conflict seriously with the aim and purpose of the Feld-Crawford Act.
3. That it would cause misunderstanding and positive enmity on the part of all booksellers in the area affected, who would have to bear the share of the experiment out of their own pockets.
4. That it would be misinterpreted by the public and press, and that it would be taken to be just another price-cutting scheme.

The American Booksellers Association, however, believes that booksellers generally would welcome wider distribution of books and lower prices, and has appointed a committee to study and report on feasible plans to reduce book prices.

The Association has received word from Mr. Doubleday indicating that the specific plan mentioned above will not be tried in view of the objections, and that they are

very much interested in the work of the above-mentioned committee.

The Association is very sensible of the courtesy and good faith shown by Doubleday, Doran in presenting this proposed plan to the Board of Directors. It would be much aggrieved if Doubleday, Doran's action should result in anything but good will toward that company.

### Illinois Appropriates \$600,000 for Library Books

A BILL providing for the purchase of \$600,000 worth of books to replenish the depleted and worn collections of Illinois libraries was signed by Governor Horner last week after having been passed by both houses of the Illinois legislature. The bill was the result of a campaign carried on by the librarians of Illinois under the leadership of Michael F. Gallagher, trustee of the Highland Park Library and chairman of the Illinois Library Association, and Ida Wright of the Evanston Public Library.

### Stokes, Harper and Dodd, Mead Join Shipping Departments

THE RECEIVING DEPARTMENT and stockrooms of the Frederick Stokes Company and Dodd, Mead and Company, after July 1st, will be located on the 12th floor of the Starrett-Lehigh Building, 601 West 26th Street, New York. Together with Harper and Brothers, whose shipping department has been located at this address for some time, these firms will hereafter ship their books through a cooperative organization to be known as The Book Publishers' Shipping Service. It is expected that some saving and improvement in the delivery service to booksellers will be effected by this combination which is in accordance with modern ideas of the rationalization of business routine.

The new organization has been planned so that it may be considerably expanded in the expectation that other publishers will join this mutual service. It is the belief of the original sponsors that such expansion will result in considerable saving to both publishers and booksellers.

### *Among the Publishers*

HAROLD S. LATHAM, vice-president of the Macmillan Company, has recently returned from a seven weeks' trip around this country visiting Macmillan authors and making new contacts. He stopped for several days in Atlanta, Georgia; Charleston, South Carolina; New Orleans, Louisiana; Dallas, Texas; Denver, Colorado; Los Angeles and San Francisco, California; Portland, Oregon; Seattle, Washington; and Chicago, Illinois. A great deal of interest was stimulated by his visit in the different cities where he spoke before literary clubs, booksellers' associations, college faculty clubs, and the like, and as a result many manuscripts were offered to the Company. Some of these are still under consideration, but among those which have already been accepted and which will appear on future lists of the Macmillan Company are a timely book on Mexico, to be published next year, by Joseph Henry Jackson, the literary editor of the San Francisco *Chronicle*; a book entitled "Crisis!" by Harry E. Carr of the Los Angeles *Times*; a novel with the tentative title "Half Way to the Mountain" by Bertrand Collins of Seattle, a story of the Puget Sound country in the years 1850 to 1900; "Circumstance," a novel by William John of Denver; "Gods Who Die" by Julian Dana, a biography of a strange old adventurer of the South Seas, written by a young man who has achieved considerable prominence in literary circles on the West Coast; "Rim of Christendom," by Herbert E. Bolton, the story of the Kino Expedition, a long and important historical work of great value and still addressed to a popular audience, a first novel touching on current problems, tentatively titled "Mary Had a Son," by Audrey Wurdemann, whose volume of poems "Bright Ambush" was awarded the Pulitzer Prize for Poetry last May, and half a dozen others, the contracts for which are now out for signature. In addition to the dozen or so books already finally arranged for, numerous contacts were established and arrangements made for books now being written, which will be coming along later.

Mr. Latham reported that he was considerably impressed by the literary activity in the South, Middle West, and on the Pacific Coast, and also by the spirit of optimism which seemed to prevail in book-selling circles, especially in the West.



Denton H. Sparks

On June 11th, A. C. McClurg & Co. of Chicago elected the following officers: Joseph E. Bray, chairman of the Board; Denton H. Sparks, president; Ed R. Peterson, vice-president & treasurer; Ernest W. Hewitt, secretary; Gertrude S. Hinckley, John A. Chapman, Peter Wolter and John J. O'Connell, directors. Mr. Bray was formerly president, and Mr. Sparks, vice-president.

\* \*

Doris Schneider has resigned as assistant to William Soskin on the New York *American* and will be assistant to Jane Terrill in the Longmans, Green publicity department.

\* \*

Ruth Raphael has left the Tower publications, where she was editor of *Serenade*. Miss Raphael was for many years in charge of publicity at Harper's, and after that successively at the Cosmopolitan Book Corp. and the *Cosmopolitan*. Frank Weaver, editorial executive of Tower Magazines, will edit *Serenade*; Lois Whitcomb will continue as associate editor.

\* \*

Maurice Coindreau, assistant professor of Modern Languages at Princeton, who introduced Faulkner to the French public, has just completed a translation of "The Sound and the Fury" which Gallimard will publish next winter. Mr. Coindreau had previously translated "As I Lay Dying" and "Light in August." He has also translated

Erskine Caldwell's "God's Little Acre," which will appear with a preface by André Maurois this summer. Mr. Coindreau wrote for the *Publishers' Weekly* a very interesting study called "France and the American Novel," which appeared in the issue of June 11, 1932.

\* \*

And speaking of translations, translation rights to Humphrey Cobb's "The Paths of Glory" have been sold in Holland, Denmark, Norway and Sweden. Marshall Best, of Viking Press, says the firm has never so promptly placed foreign rights.

\* \*

A Who's Who of prominent women in the United States has just been issued by the Richard Blank Publishing Company, under the title "American Women," edited by Durward Howes. In spite of many obvious omissions, a glance through the contents reveals a number of well-known figures in the publishing world, May Lamberton Becker, Virginia Kirkus, Alice Dalgliesh, Eleanor Duncan, Helen Ferris, Bertha Guntermann, Amy Loveman, Luise Sillcox, Frances Phillips, Anne Carroll Moore, Emily Street, Mary R. Walsh, Lucile Gulliver, Edna Yost and Mildred C. Smith. Two hundred and forty-eight novelists are included and 552 other writers. There are 334 librarians with a strong representation from the West compared to the rest of the country.

\* \*

Viking Press is now issuing a group of its older non-fiction books calling them "Viking Special Editions," to be marketed at a new low retail price. The books are identical as to type with the original editions, but all have new jackets in strong display colors, and are to be advertised to the public. There are ten titles which are offered by the Viking Press in assortments of 25 to 1,000 books. If books are ordered in quantities, the bookseller may return the titles which do not sell for full credit on any of the other titles which he has sold and may wish to reorder. The titles may be purchased individually, but the full discount applies only to large shipments. The special editions are to sell at retail prices ranging from \$1.19 to \$1.94.

\* \*

On July 1st Grosset & Dunlap published a special group of thirteen detective stories

for vacation reading, a group which includes books by such favorites as J. S. Fletcher, J. J. Connington, Cortland Fitzsimmons and Anthony Berkeley.

\* \*

Willa Cather's "Lucy Gayheart" which Knopf will publish on August 1st will have a total printing before publication of 52,500 copies of which 25,000 form the first edition.

\* \*

Knopf will publish this fall the second volume of "Essays of Montaigne," translated and edited by Professor Jacob Zeitlin of the University of Chicago. This edition will be complete in three volumes.

\* \*

Harcourt, Brace & Co. have decided on a first printing of 35,000 copies for Anne Morrow Lindbergh's "North to the Orient" which they will publish in August.

### *Among the Bookshops*

GERTRUDE JASTER, the lively young manager of Higbee's Book Department in Cleveland, was married about a year ago to Wayne Van Wormer. She has resigned to devote herself to her infant son. Dorothy E. Deutsch has taken Miss Jaster's place as manager.

\* \*

Putnam's will publish Admiral Richard E. Byrd's new book "Discovery" on October 25th. "Discovery" tells the whole story of Byrd's last expedition to the South Pole.

\* \*

Frances McLeod, of The Frances McLeod Book Stall of Milwaukee, Wis., is temporarily at the Viking Press working on promotion for the Viking Junior Books. May Massee has been on extensive lecture trips through the West, and spoke at the California Library Association state meeting on children's books and at the A. L. A. Convention when "Dobry" was awarded the Newbery Medal. David Meier is managing the bookshop in Milwaukee.

\* \*

William R. Barnes, of Barnes & Noble, New York City, attended this month the fiftieth reunion of his High School class at West Division High School, Chicago.

# June Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly  
Record of the Publishers' Weekly Including the Books  
(Not Pamphlets) of All American Publishers*

CLASSIFICATION	June, 1935			June 1934	6 mos. 1935	6 mos. 1934
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics .....	9	4	13	23	110	108
Religion, Theology .....	37	3	40	39	313	253
Sociology, Economics .....	65	6	71	72	334	321
Law .....	2	7	9	3	37	29
Education .....	13	3	16	17	107	90
Philology .....	11	5	16	24	107	105
Science .....	20	5	25	36	174	178
Technical Books .....	13	7	20	19	110	82
Medicine, Hygiene .....	18	18	36	47	146	154
Agriculture, Gardening .....	5	2	7	5	55	36
Domestic Economy .....	4	1	5	5	19	42
Business .....	9	3	12	16	83	68
Fine Arts .....	16	3	19	13	102	80
Music .....	4	0	4	2	42	19
Games, Sports .....	12	1	13	7	78	73
Literature, General .....	39	3	42	32	185	165
Poetry, Drama .....	26	16	42	44	311	259
Fiction .....	103	75	178	155	1085	895
Juvenile .....	31	4	35	47	183	162
History .....	26	7	33	42	222	231
Geography, Travel .....	10	2	12	17	108	121
Biography .....	19	4	23	30	228	241
Miscellaneous .....	3	0	3	3	25	19
Totals .....	495	179	674	698	4164	3731

For June, 1934, the totals were:

New Books .....	New Editions .....	Totals .....
564	134	698
Decrease .....	Increase .....	Decrease .....
69	45	24

Totals for six months, 1935, show an increase of 433 from totals of six months, 1934

## One Month from Now—A Forecast

TIME'S DOOR, by Esther Meynell. *Macmillan*, \$2.50.

ASYLUM, by William Seabrook. *Harcourt, Brace*, \$2.

THE MAN WITHOUT A HOME, by Rupert Hughes. *Harper*, \$2.

MOSCOW EXCURSION, by P. L. Travers. *Reynal & Hitchcock*, \$1.50.

THE CAPPY RICKS SPECIAL, by Peter B. Kyne. *Kinsey*, \$2.

FOR AUTHORS ONLY, by Kenneth Roberts. *Doubleday, Doran*, \$2.50.

THE GOLD CHASE, by Robert W. Chambers. *Appleton-Century*, \$2.

MY OWN, MY NATIVE LAND, by Thyra Samter Winslow. *Doubleday, Doran*, \$2.50.

THE HEAVENLY SINNER, by T. Everett Harre. *Macaulay*, \$2.50.

SPRING OF YOUTH, by Ll. Wyn Griffith. *Dutton*, \$1.50.

BRIGHTON, by Osbert Sitwell and Margaret Barton. *Houghton Mifflin*, \$4.

DASHIELL HAMMETT OMNIBUS. *Knopf*, \$2.

FLY NOW, FALCON, by Pamela Frankau. *Houghton Mifflin*, \$2.50.

THE LOUIS BROMFIELD OMNIBUS. *Blue Ribbon Books*, \$1.

Aug. 6. A musical novel with an interesting plot on the "Berkeley Square" order. A young musician idolizes Bach and is so obsessed with the past that he even falls in love with Bach's daughter.

Aug. 8. A noted author's story of his own stay in an asylum and his cure.

Aug. 8. A romantic novel built about the characters of John Howard Payne and Mary Shelley, by an author with one of the largest magazine followings in this country.

Aug. 8. The author of "Mary Poppins" tells about her trip to Russia. (There's a new "Mary Poppins" story coming in the fall.)

Aug. 9. A collection of a popular author's famous sea captain stories.

Aug. 9. There is a \$3000 initial ad. appropriation for this and his *Chronicles of Arundel*, which are steady sellers.

Aug. 9. A modern story of adventure. "Love and the Lieutenant" is selling well now.

Aug. 9. Stories of a southwestern town, many of which have appeared in *The New Yorker*.

Aug. 12. One of the Macaulay leaders for summer, a novelized life of Lola Montez, on which the author has worked for seven years.

Aug. 12. Dutton is enthusiastic and promises extensive advertising as well as special promotion, window display material and imprint circulars.

Aug. 13. The story of the famous English seaside resort. An English best seller.

Aug. 12. Three earlier novels by the author of "The Thin Man," at the price of one. They're good, too! A new movie public has been added to Hammett's following with the great success of "The Thin Man" and his original screen stories.

Aug. 13. A love story of literary London. Benda jacket. Note new publisher.

Aug. 13. A one-volume edition of the three novels which made Louis Bromfield famous—at a bargain price! Poster available.

## Out This Week

DRUG STORE, by A. L. Furman and Harold Hadley. *Macaulay*, \$2.

PAYING THROUGH THE TEETH, by Bissell B. Palmer, D.D.S. *Vanguard Press*, \$2.

THE PURITAN STRAIN, by Faith Baldwin. *Farrar & Rinehart*, \$2.

TEMPEST OVER MEXICO, by Rosa E. King. *Little, Brown*, \$3.

The trouble that comes to an old-fashioned pharmacy when it's transformed into a modern drug-department store.

A new consumers' book, on which Vanguard runs its famous "names names" campaign in N. Y. papers (so far) and drug trade journals. Posters will be available soon.

Continuing the story of the Condit family begun in "American Family."

An Englishwoman tells of her experiences in Cuernavaca during stormy days of Mexican revolution. First-hand observations of interest and excitement.

## Some Best Sellers of the Week

GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, \$2.50.

YOUNG RENNY, by Mazo De La Roche. *Little, Brown*, \$2.50.

PATHS OF GLORY, by Humphrey Cobb. *Viking Press*, \$2.50.

OF TIME AND THE RIVER, by Thomas Wolfe. *Scribner*, \$3.

TIME OUT OF MIND, by Rachel Field. *Macmillan*, \$2.50.

NATIONAL VELVET, by Enid Bagnold. *Morrow*, \$2.50.



PERSONAL HISTORY, by Vincent Sheean. *Double-day, Doran*, \$3.

CATHERINE, by Gina Kaus. *Viking Press*, \$3.50.

ROAD TO WAR, by Walter Millis. *Houghton Mifflin*, \$3.

R. E. LEE, by Douglas S. Freeman. *Scribner*, \$15.

FRANCIS THE FIRST, by Francis Hackett. *Double-day, Doran*, \$3.

Still leads by a nose over "Young Renny." Boston, Atlanta and St. Louis stores report it first in fiction to the *Times*; second in N. Y.

This newer novel is racing neck and neck with its more seasoned competitor. First on the *Daily News* list for Chicago stores.

The newest contestant is sprinting ahead. In its 69th thousand, *Viking* tells us.

In spite of its added weight is running half a length ahead of "Time Out of Mind." San Francisco's favorite.

Backed by readers all over the country, this has gone into a seventh printing.

A real racer that ran through four printings in seven weeks and sold 70,000 copies (including Book-of-the-Month Club) according to late June figures.



Sprinting ahead of "Catherine" last week, it took the non-fiction lead in N. Y., Chicago and St. Louis stores according to the *Times*.

A fast-running mare reported first by Philadelphia, second by N. Y.

Selling well everywhere.

American News Co.'s best seller in non-fiction for the third week.

A favorite on all tracks.

## Candidates for the Best Seller List

THE SLEEPING CHILD, by Alice Grant Rosman. *Minton, Balch*, \$2.

BEAUTY'S DAUGHTER, by Kathleen Norris. *Doubleday, Doran*, \$2.

CAT ACROSS THE PATH, by Ruth Feiner. *Lippincott*, \$2.50.

THREE ENGLISHMEN, by Gilbert Frankau. *Dutton*, \$2.50.



COUNTERFEIT, by Arthur Kallet. *Vanguard Press*, \$1.50. (Please note correct price.)

GERALD, by Daphne du Maurier. *Doubleday, Doran*, \$3.

AWAY TO THE GASPÉ, by Gordon Brinley. *Dodd, Mead*, \$2.50.

AMERICAN MESSIAHS, by Unofficial Observer. *Simon & Schuster*, \$2.

THE CITIZEN AND HIS GOVERNMENT, by Alfred E. Smith. *Harper*, \$2.50.

First reports come from Philadelphia and New Orleans stores, where it was third and fifth in the *Times* reports.

Second only to "Paths of Glory" on Baker & Taylor's latest list of best sellers. Sold to Fox for photoplay production.

A racer from Germany that has been compared to the great runner, "Grand Hotel." Second printing.

Going strong at Baker & Taylor's. Reported to the *Times* by Philadelphia and Washington stores.



Second in Chicago non-fiction sales reports the *Daily News*. Second only to Culbertson's "Summary" at Baker & Taylor's.

Fifteen stores who have already sent us their June best seller reports list it. Non-fiction leader at the Hollywood Book Store.

Unusual sales for a straight travel book. Six Boston stores report it their leader in the *Times*. A Brentano, N. Y., best seller. Fourth printing.

A new title comes to the fore, with good sales reported by Boston stores and Brentano's, N. Y.

Second in sales at the American News last week and also on Baker & Taylor's latest list.

The Depression has at last  
In the United States, last year, almost a  
hundred million more books were taken  
out of the public libraries than were taken  
out five years ago. As appropriation money  
for the purchase of new books fell further,  
the army of library users gained enormous  
numbers of new recruits. As the libraries  
began running out of books, the reading  
went on with increased intensity, the reading  
impatience. Bindings worked loose, even with  
more and more pages were lost from the much-  
thumbed volumes. All because the libraries  
could offer the American reader a solace  
which no depression could take from him.  
Looking over the books in the public libraries  
of the country, it is evident that the year  
is not far off when the public libraries  
will be unable to meet the demand for  
books. The depression has at last  
done its work.

The Depression has at last  
In the United States, last year, almost a  
hundred million more books were taken  
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out five years ago. As appropriation were taken  
for the purchase of new books fell money  
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more and more pages were lost from the much-  
thumbed volumes. All because the libraries  
could offer the American reader a solace  
which no depression could take from him.  
Looking over the books  
the public  
a year

VANITY FAIR  
borrowed books  
By Robert Cantwell  
literary-conscious  
er w/

quires on the best-selling novels  
count the number of people  
books. In 1934 some  
volumes were  
of the

For the figures do not take into account people who borrow their books four hundred and ten million votes, and from the public libraries one gives us around sixty-percent readings of two hundred and all the novels about the new

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country; and of  
were novels. This gave  
dred and fifty million reading  
on the library shelves, while a  
novels printed last year, totaled  
million. If the libraries are kept in  
current fiction published is  
of popular reading is  
who, after reading  
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This block contains a dark, textured surface, likely a book cover or endpaper, with faint, illegible text impressions visible through the material.

s last year.  
Vanity Fair.  
ed about in-

I know that  
you share of a  
lot for you—

libraries more  
as well as for  
book cloths

**CLOTH  
MOST LI**

**BINDERY BUCKLE**  
standard for library  
binding.

**with ARCO finish**  
Several other ex-  
able, suited to  
requirements.



**CLOTHS ADAPTABLE TO  
MOST LIBRARY PURPOSES:**

**ARCO—the perfected waterproof, verminproof fabric.**

**BINDERY BUCKRAM** and **ART BUCKRAM**—  
standard for library rebinding, now available  
with ARCO finish.

*Several other excellent grades are also available, suited to both library use and trade requirements.*

# INTERLAKEN MILLS

PROVIDENCE, R. I.—18 THOMAS STREET. NEW YORK

# BOOKMAKING

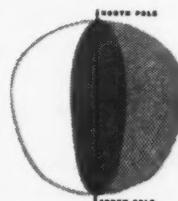
IN THE FIRST ISSUE OF EVERY MONTH

*News and Views for Those Interested in the Production of Better Books*

*Moving of  
one end of axis  
of the earth*

You have perhaps watched a wheel spin about on a rod or pin, the rod or pin holding it in place and carrying its weight. The earth spins around in much the same way; but no rod is necessary to hold it in place. What a mighty rod it would have to be, if there were one! A spinning top does not turn around a rod, either. It turns around a line running through its center, which is called its axis. The earth also rotates around its axis. See Figure 106.

**FIGURE 106.** The ends of the axis is readily noticed that you can see. It can be represented by a long thin stick or pencil line that runs through the center of the earth and extends to the surface in both directions. Such a line is called the axis of the earth and the two ends of the line are called the poles. One end of the axis is the north pole, and the other the south pole.



You can understand this better by running a long, slender stick, or needle, through the center of an apple. The stick represents the axis, and the places where its two ends appear at the surface represent the two poles of the earth. You can then spin the apple very much as the earth spins around on the line called its axis.

If you were to go far northward from the place where you live, you would pass through the land of the Eskimos; and if you could go on, you would, in time, come to the north pole. Or, if you should go south, and went far enough, you would come to the south pole.

Many men have tried to cross the icy seas that surround the north pole (Fig. 107); but, until 1909, no one had been able to get quite as far as the pole. In that year Admiral Peary, after many trials, at last reached the north pole; and Captain Amundsen reached the south pole in 1911. Of course, Commander Peary did not find anything at the north pole to mark the place. He was able to tell that he was there by the position of the sun. If he had been there during the night, he would have found the North Star, toward which the earth's axis points, almost directly over his head.

38

*Moving of  
the equator*

Midway between the poles we think of another line, drawn around the earth from each of the poles. This is called the equator, because all parts of it are equally distant from each of the poles. The distance around the earth was given on p. 26. What, then, is the length of the equator?

As the earth turns on its axis, all points on the surface must go with it, just as every part of the skin of an apple turns with the apple. Since the earth makes one complete turn each day, a man of the equator travels 25,000 miles in twenty-four hours. This is at the rate of over 1,000 miles an hour, while the fastest train travel little more than sixty miles an hour!

**INTERESTING QUESTIONS.** 1. Describe the daily motion of the earth. What is this motion called? 2. How does this motion cause day and night? 3. How does it move clockwise and counter-clockwise? 4. Why can we not observe that the earth is rotating? 5. Why is it necessary to ride faster from the earth by this rapid motion? 6. What is meant by the axis of the earth? Up the north? 7. Point toward each of the poles. 8. What is meant by the equator? How long is it?

1. Locate the poles on such a sphere; and also represent the equator. 2. Use a horseshoe magnet to see how it attracts iron. 3. With a globe or an apple, and an electric light, show how it is day on one side of the earth while it is night on the other side. Show also why the sun appears to rise in the east. 4. Where did people, long ago, suppose that the sun went at night?

*Answers  
to questions*

*Answers  
for extra  
work*



**FIGURE 107.** A typical polar region scene, showing ice floes breaking away from the great ice fields.

39

A double-page spread from "Elementary Geography" designed by Lester Beall. Printing was done by offset lithography allowing excellent reproductions of photographs

## School Books: Past, Present and Future

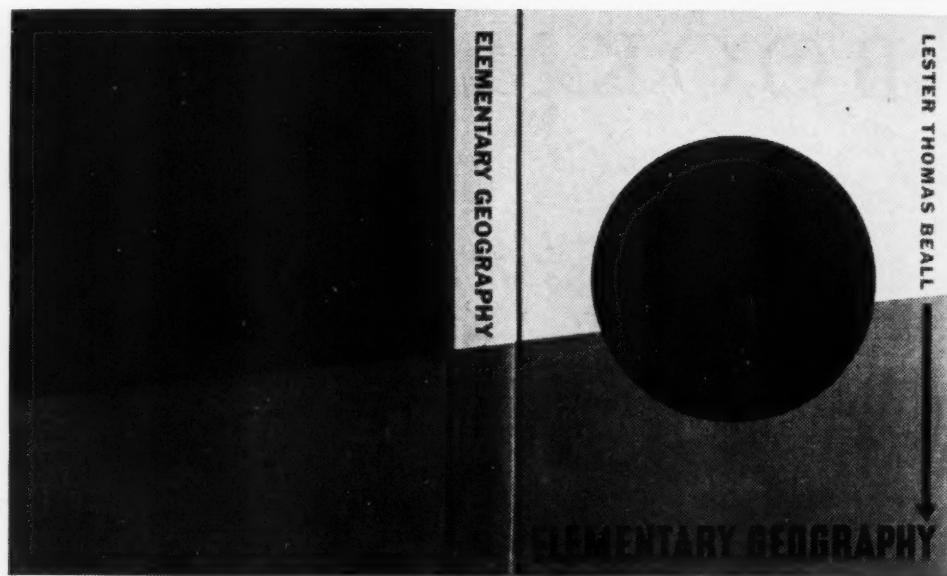
### IV. School Book Design of Tomorrow

WILLIAM A. KITTREDGE

THE PUBLISHERS of national magazines sold on the newsstands found it profitable some years ago to employ art editors and art directors to improve the design and styling of their product. No magazine can do very well without good design and clean-cut styling. The publishers of books could not go quite as far as the magazines have gone, but most of them do now employ the services of book designers to give their average

product character, style and feeling. In New York there is a new profession of book designers springing up which is hopeful for the book business, because these men and women bring into the design of a book resourcefulness and invention, which make the book interesting, attractive and desirable as a work of art for the way in which it is made.

The publishers of school and textbooks



*The binding of "Elementary Geography." The design has been lithographed on sign cloth in blue, black and grey*

have not taken advantage as much as they should of the experiments and successes of the publishers of magazines and trade books. It is hoped that they will, because the opportunities in the design of textbooks are tremendous. Such a considerable investment as must be represented by the number of school books made every year would seem to warrant an interest in, and improvement of design equivalent to what may be found in the other useful arts. An economy of means being the first virtue of any good design, the publisher may find it sometimes possible actually to save money through the use of good design, illustration, typography, printing and binding.

The conditions are hopeful, as has been evidenced by facts set forth in some of the other articles of this series. The opportunity is great and the profits to the publishers who may seize upon it are likely to be in proportion.

In order to make a laboratory experiment of the possibilities of new textbook design, The Lakeside Press in Chicago has made a considerable investment of time and money to make up five school books which might be suggestive of the new possibilities. It was hoped in these books to take advantage of different engraving and printing processes, and in no way to be held back by tradition. Both offset and letterpress processes were used and bindings, instead of being stamped in the usual way, were printed and lithographed. Type was selected in harmony with the ideas of the books, and the ages of the

students to whom they were adapted. It was attempted to give the illustrations and typography originality, freshness and feeling not associated with the common book.

A description of these books will explain better than any other way how each book was made. The illustrations with the article can only give an idea of the design and not of color, which was lively and vivacious in every case. It was hoped that these books would come half way to meet the student and by their design integrity attract him to the task of school. The specifications of these experimental books follow:

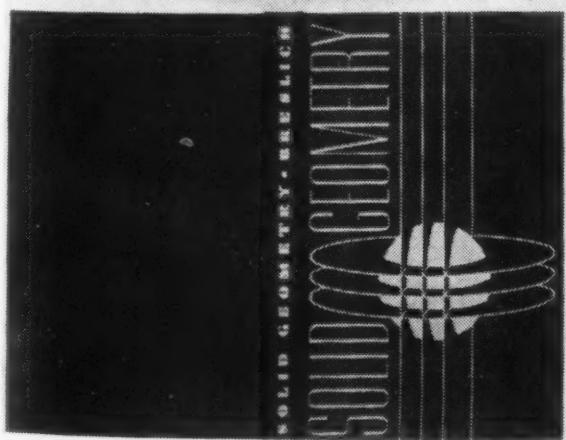
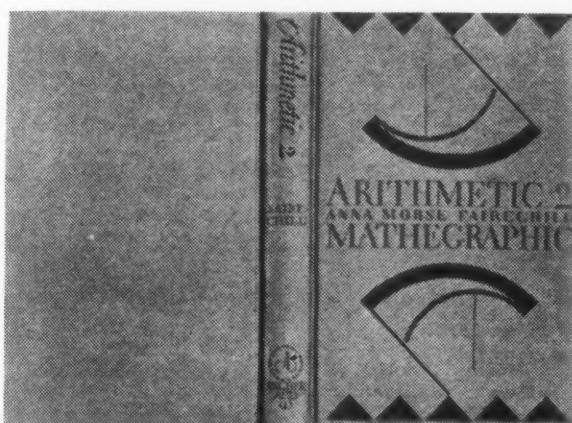
1. ELEMENTARY GEOGRAPHY. *Designed by Lester Beall, Chicago.* Size 8 x 10", set in 10 point Monotype Cochin Title with Franklin Gothic for display. Printed by offset lithography.

This book has certain advantages over other geographies in that it is fresh and modern in design. The binding has been lithographed on sign cloth with a design which is printed in an all-over geometric pattern of blue, black and gray, different on the front and back covers. The book inside is printed by offset lithography on 70 pound white wove antique paper, which permits splendid reproductions of photographs and a volume which is not heavy and ponderous on account of its loaded paper. Because the making of maps is a specialty, nothing has been suggested about them in the design, although the maps of the book could well be printed by the same process on the same kind of paper. The title-page is stark in its sim-

plicity, and the whole design relies on a forthright statement of interesting and fascinating fact, with the least applications of layout and arrangement. Some of the half-tone illustrations bleed off the page in order to give some contrast with the rest of the book.

2. ARITHMETIC. *Designed by W. A. Dwiggins, Boston.* Size  $5\frac{3}{8} \times 8\frac{1}{2}$ ". Set in 10 point English Monotype Baskerville, with some figures in light Copperplate Gothic and Futura Demi-Bold for display. Printed letterpress on 55 pound enamel finish paper.

In this book, Mr. Dwiggins has achieved effective pages by the use of type lines printed in two colors (red and black) which makes them decorative and inviting. Sans serif figures have been used because they are found to be the most legible for this kind of work. The binding design is stamped in one color of red on a red cloth, and for the title-page of the



Above: The binding design for "Arithmetic," designed by W. A. Dwiggins, is stamped in one color of red on a red cloth

Below: The cover design for "Solid Geometry" was designed by Walter Howe to express the subject matter



Above: Cover design of "Third Reader," designed by Frances Poe, has a design in black, lithographed on brown cloth

Below: Chichi Lasley designed "The First Day of School," using a printed cloth design of poster quality

book Mr. Dwiggins has coined the word "Mathegraphic," which admirably describes the new purpose and intention.

3. SOLID GEOMETRY. *Cover design by Walter Howe. Inside pages by Vale Faro.* Size  $5\frac{3}{8} \times 8\frac{1}{8}$ ". Set in 10 point Monotype Kabel Medium with Kabel Extra Bold for display. Printed letterpress on 70 pound white wove antique paper.

The text pages of this book were designed by an architect, and show how effective a geometry page can be made if the demonstration diagrams use contrasting black and white areas. The purpose of the page in this book was to set off each problem from every other problem, and to set off each part of the problem, so that in review the student would not have to look through a mass of gray type to find the beginning and end of anything. The sans serif type was found to be ideal for the subject of geometry and was therefore used.

4. THE FIRST DAY OF SCHOOL (Primer).



THE BLACK WITCH

**3** There was a witch at the party.  
She was a black, black witch.  
The black witch was Nancy.  
Nancy was a Hallowe'en witch.

A page from "The First Day of School," showing one of the illustrations which is printed by lithography in three colors

Designed and illustrated by Chichi Lasley. Lettering on cover by Norman Harvey. Size  $5\frac{3}{8} \times 7\frac{1}{2}$ ". Set in 24 point Futura Medium with Monotype Gothic Condensed for display. Printed on 70 pound white wove paper by the offset process.

The first day of school is one of the events of everyone's life and so this primer has been designed to arrest the attention and engage the interest of little boys and girls. The binding is a printed cloth design of poster quality, in which the symbol of the figure "1" is printed in color back of the title in black. The book is printed by lithography, with illustrations in three colors of pastels also printed by lithography. Each page is typically treated and complete in itself. Some of the illustrations are in vignette, and others are square to bleed. The type is sans serif, as being the most elementary type for the most elementary book.

5. THIRD READER. Designed by Frances Poe. Size  $5\frac{5}{16} \times 7\frac{1}{2}$ ". Set in 18 point English Monotype Fournier with Futura Demi-Bold for display. Printed on 60 pound Enamel Finish paper. Body is printed letterpress, cover by offset.

The cover of this book has a design in black lithographed on brown cloth, and this brown and black scheme is followed through in the pages inside, which show pictures of animals in outline, reproduced in two-color line plates. The type used is English Monotype Fournier, which lends itself to easy reading.

It is realized that these ideas for school books may have possibilities of improvement, but it is hoped that the interest and effort which they represent may be carried further by publishers who have so much at stake. The available talent for design and illustration of such books is great.

\* \* \*

[Through a regrettable error in the caption of an illustration of "Champion Arithmetics" in Part III of Mr. Kittridge's article (page 2150, *Publishers' Weekly*, June 1st) the location of the publisher, Row, Peterson, was placed in Cleveland, Ohio, instead of Evanston, Illinois.—Ed.]

**79**  
Another step in subtracting fractions

I had a rope  $16\frac{1}{2}$  feet long. One end was frayed. I cut off a piece  $5\frac{3}{4}$  feet long. How much good rope was left?

$$\begin{array}{r} 16\frac{1}{2} \\ - 5\frac{3}{4} \\ \hline \end{array}$$

change to like fractions :  $\begin{array}{r} 16\frac{2}{4} \\ - 5\frac{3}{4} \\ \hline \end{array}$  but ! you cannot subtract 3 from 2

$\begin{array}{r} 16 \\ - 1 \\ \hline \end{array}$  So take 1 from 16 and make fourths of it :

$\begin{array}{r} 16 \\ - 1 \\ \hline \end{array}$   $\begin{array}{r} 15 \\ \downarrow \\ 15 \text{ for integers and } \frac{1}{4} + \frac{3}{4} = \frac{4}{4} \text{ for fraction} \end{array}$

$\begin{array}{r} 15 \\ - 5\frac{3}{4} \\ \hline 10\frac{1}{4} \end{array}$

Study the following examples. Then copy them out and work them through without looking at the book.

1)  $\begin{array}{r} 7\frac{1}{2} = 7\frac{2}{4} = 6\frac{6}{4} \\ 4\frac{2}{4} \quad \quad \quad 4\frac{6}{4} \\ \hline \end{array}$  2)  $\begin{array}{r} 9\frac{1}{3} = 9\frac{2}{6} = 8\frac{8}{6} \\ 4\frac{5}{6} \quad \quad \quad 4\frac{8}{6} \\ \hline 4\frac{2}{6} = 4\frac{1}{3} \end{array}$

3) Change these numbers in the way shown above.

$6\frac{1}{2} = 5\frac{7}{8}$	$7\frac{1}{3} = 6\frac{6}{8}$	$9\frac{1}{4} = 8\frac{8}{8}$	$7\frac{1}{5} = 6\frac{10}{10}$
$7\frac{3}{4} = 6\frac{8}{8}$	$8\frac{2}{3} = 7\frac{7}{8}$	$7\frac{5}{8} = 6\frac{12}{12}$	$8\frac{4}{5} = 7\frac{15}{15}$

4) If you cut  $4\frac{7}{8}$  yards from a piece of ribbon  $9\frac{3}{4}$  yards long, how much will be left?

Find the differences:

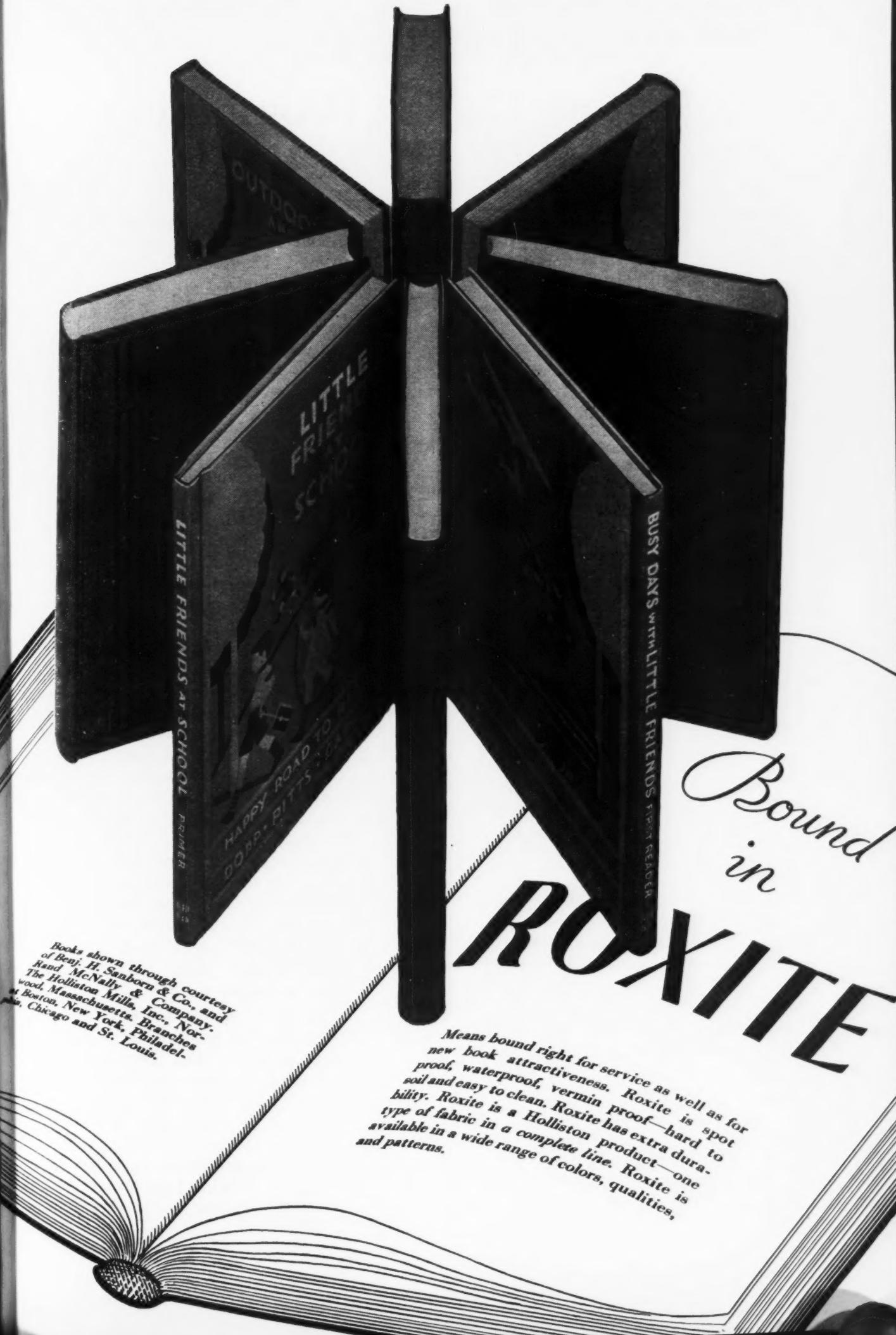
5) $\begin{array}{r} 7\frac{1}{2} \\ 2\frac{1}{2} \\ \hline \end{array}$	6) $\begin{array}{r} 5\frac{2}{3} \\ 1\frac{2}{3} \\ \hline \end{array}$	7) $\begin{array}{r} 14\frac{1}{2} \\ 7\frac{1}{2} \\ \hline \end{array}$	8) $\begin{array}{r} 8\frac{5}{6} \\ 2\frac{5}{6} \\ \hline \end{array}$
9) $\begin{array}{r} 8\frac{1}{4} \\ 4\frac{1}{4} \\ \hline \end{array}$	10) $\begin{array}{r} 8\frac{1}{2} \\ 4\frac{1}{2} \\ \hline \end{array}$	11) $\begin{array}{r} 15\frac{2}{3} \\ 9\frac{2}{3} \\ \hline \end{array}$	12) $\begin{array}{r} 8\frac{5}{8} \\ 4\frac{5}{8} \\ \hline \end{array}$

Addition : quick review : time limit 5 minutes.

1) $\begin{array}{r} \frac{4}{5} \\ 2) \frac{1}{3} \\ \frac{1}{5} \\ \hline \frac{1}{2} \end{array}$	2) $\begin{array}{r} \frac{1}{2} \\ \frac{1}{3} \\ \frac{1}{2} \\ \hline \frac{1}{2} \end{array}$	3) $\begin{array}{r} 6\frac{1}{2} \\ 2\frac{1}{2} \\ 5\frac{1}{2} \\ \hline 7\frac{1}{2} \end{array}$	4) $\begin{array}{r} 2\frac{2}{3} \\ 5\frac{2}{3} \\ 7\frac{1}{2} \\ \hline 6\frac{1}{2} \end{array}$	5) $\begin{array}{r} 5\frac{7}{8} \\ 9\frac{4}{8} \\ 6\frac{7}{8} \\ \hline 5\frac{1}{8} \end{array}$	6) $\begin{array}{r} 3\frac{3}{4} \\ 2\frac{3}{4} \\ 5\frac{1}{4} \\ \hline 5\frac{1}{4} \end{array}$
--	---	---	---	---	---

It is impossible to show in this illustration the effective use of two colors in making the pages of "Arithmetic" inviting and easily understandable. In the original the arrow and certain important figures are printed in red

HOLLISTON BINDING FABRICS



LITTLE FRIENDS AT SCHOOL  
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HAPPY ROAD TO  
DORR PITTS

BUSY DAYS WITH LITTLE FRIENDS  
FIRST READER

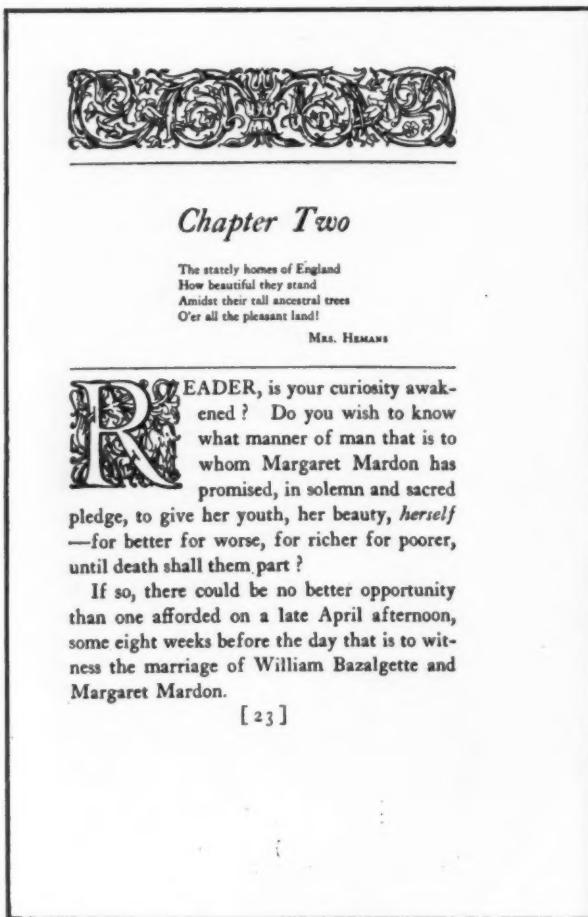
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# Full Trim: A Bias on Current Bookmaking

EVELYN HARTER



*Shades of our grandfathers.* A chapter opening from "The Bazalgettes, or Folly and Farewell" (Harper)

THE STRONG WIND from England and Germany which has brought so many seeds to this shore is apparently still blowing. Early in the century it blew strongest from England; since the war it has generated chiefly in Germany. We have our native plants, to be sure, such as Bruce Rogers, Frederic Goudy and the Grabhorns—and we should have more—but our soil is still healthily responsive to importations.

Only this year a German face, Walbaum, cut for the intertype and full of interesting possibilities, has been brought to New York by the efforts of Andor Braun and the Stratford Press. It is a clean face in the

Bodoni-Didot tradition, slightly on the delicate side, and probably best for printing on smooth papers. Corvinus, a tall, sharply cut and somewhat angular German face, has invaded the advertising field.

We can observe, also, a growing tendency away from the bold, flat-color jacket printed by letterpress, toward the softer effects obtained from copy prepared by air-brush or wash and reproduced by offset. This must be explained by the arrival in this country of such German artists as Salter, Eichenberg, Lewis and others who have brought the technique with them; by the realization of American artists, such as Hawkins, of the possibilities of the method; and also by the perceptible, though painfully slow, improvement of offset printing on the small press.

We have yet to accomplish anything comparable to what the Germans have done in printing cloth bindings by offset, but efforts in that direction are now being made. The binding of "Eyes on the World" (Simon and Schuster) has a metallic cloth backbone and sides lithographed in black and yellow. In this book a vast and complicated job of layout has been expertly handled, both in the arrangement of the single and composite pictures and in the treatment of the various contents pages.

Interest in bookmaking may perhaps best be gauged not by the occasional book which seems perfect in every respect, but by the random way in which books with good features crop up over a wide field. For instance, "The Smoky Years" (Farrar and Rinehart) is apparently a regular "western," but it has a good binding of blue natural finish cloth stamped in gold in Neuland type and a rope design. "The Dictionary of Embroidery Stitches" (Morrow) has a very attractive, but simple cover of Linnot cloth stamped in a design of red and blue cross-stitches. "Three Dollars a Year" (Delphic Studios) has its display matter in a type of the Girder genus, is printed on a good laid sheet, and carries interesting bright green

## Baskerville Stages a Comeback

LOST IN OBSCURITY for nearly a century and a half . . . then within the last five years to become one of the most popular book-faces. There would have to be a story behind that comeback!

Baskerville's matrices were taken to France about the time of the French Revolution and disappeared during the disorders of the period. From time to time, type-founders tried to recut the letter, but with indifferent success . . . and the types that circulated under the name of "Baskerville" shed little glory on the great Baskerville tradition.

Then in 1929, a complete font of the lost Baskerville matrices was dramatically rediscovered in Paris. It was William Edwin Rudge who carried them to London in a suitcase that he never allowed out of his sight. It was George W. Jones, designer of Granjon and Estienne, who supervised the Linotype cutting from these original matrices. It was his sympathetic understanding that made this reproduction truly Baskerville in every line and curve.

And so the Linotype Company, through its worldwide connections, was instrumental in the revival of another classic face.

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*The typography of 1935, as used for a book on the world of 1935: from "Eyes on the World" (Simon & Schuster)*

endsheets and labels. The margins do not seem quite right, but it is a book with sparkle. "After Coronado" (University of Oklahoma Press) has been printed with care as to most details on a rich cream paper, but the title-page seems to have slipped down. "No Traveller Returns" (Harper) is another book which has been attractively set, but the margins seem to vary a good deal. The problem of obtaining good imposition and margins would seem to be the greatest difficulty of printers not devoted entirely to book work.

One of the most sprightly of recent books from the typographic standpoint is "We Owed it to the Children" (Coward-McCann). With its flexible binding, its illustrated title-page handled as a full color spread, and its other illustrations each done in black and one other color, it is a likeable volume with a personality which must be apparent even to the counter-shopper.

Arthur Rushmore of Harper's must have had a good time planning "The Bazalgettes, or Folly and Farewell" in the period style of the 1870's. He has used the florid initials and chapter headings beloved of our grand-

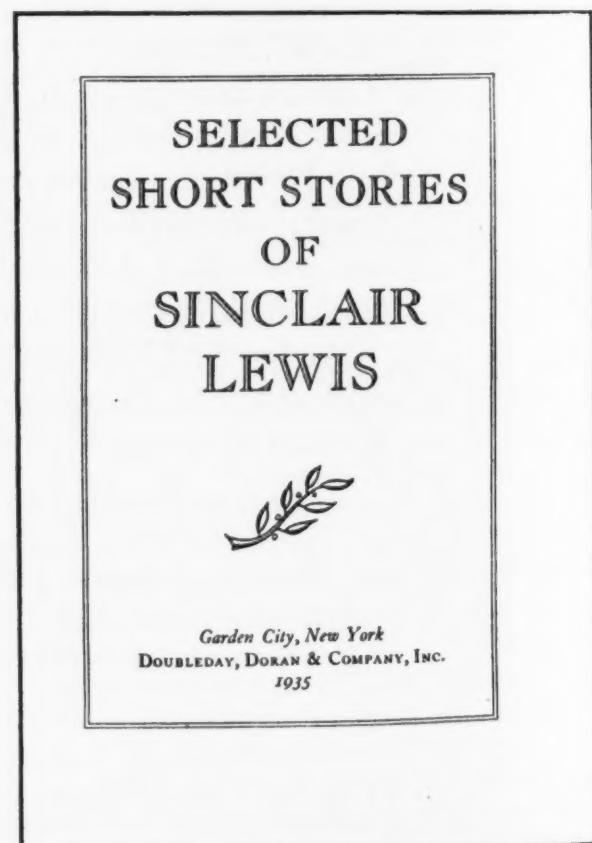
fathers, the marbled endsheets and binding sides. The book looks as though it would have felt at home in last winter's exhibition of early publishers' bindings at the public library.

Another book reminiscent of an older style, but with modern modifications, is "The Art of Authorship" (Loring and Mussey) planned in uniform format with "The Art of Walking," both books benefiting by the use of old cuts in the Bewick style. The text is set in Baskerville and the title-page in that constantly delightful type, Baskerville Open.

One of the best packaging jobs of the spring was done by Macmillan on "The Russian Revolution." The binding itself of gray cloth stamped with yellow eagle and black hammer and sickle could be, and was, used for window display, as well as the bold and effective box.

### Jackets Which Do Their Work

"The Sleeping Child" (Minton-Balch): A bright spot of unusual shape focusses the eye on this jacket as it stands in bookstore windows.



*An open face type successfully used on a long title*

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The American Ed-  
ucator Encyclope-  
dia shown thru  
courtesy of The  
United Educators,  
Inc., of Chicago.

"Condemned to Live" (Doubleday): An "atmosphere" jacket in the German offset style discussed above.

"Deep, Dark River" (Farrar and Rinehart): This makes the most of its full color without being lush, the title is legible, and the detail is interesting.

"The Treasure of the Sierra Madre"

(Knopf): A striking effect obtained in one color. Good use of Erbar type.

"Mario and the Magician" (Knopf): Another one-color jacket which challenges interest; executed in air-brush.

"Counterfeit: Not Your Money, But What It Buys" (Vanguard): A curiosity-provoking photographic jacket, with a high varnish.

## Fine Bindings in Dallas

SARAH CHOKLA

*Associate Editor, The Dallas "News" Book Page*



*Some of the work of students of Mariana Roach, showing books bound in cloths, paper, gingham and wall paper. All books were sewed by hand*

A CONGRATULATORY WAVE of the sombrero for the provocative article\* supporting the thesis that "the future of bookbinding in America depends upon an awakening of enthusiasm." The article was written for an audience of professional bookbinders, of course, but perhaps the enthusiasm awakened by two amateurs down in this part of the country will be interesting and encouraging to bookbinders generally. It has certainly stirred the general public here to a consciousness of fine bindings and has made purchasers of many.

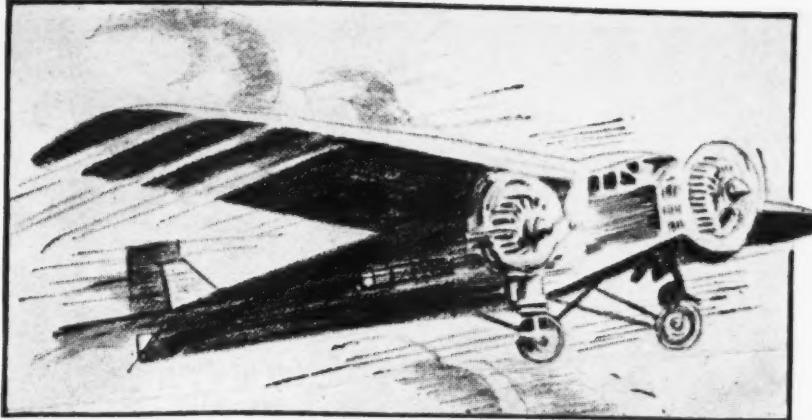
Except for one or two commercial binders,

[\* See "Bookbinders' Problems" by Frederick M. Hopkins, *Publishers' Weekly*, August 18, 1934, page 507.—Ed.]

more expert in making substantial ledgers or clapping the *National Geographic* into fabrikoid jackets, there have been until 1933 no fine binders in Dallas—nor (if you count out our English Charley Crump, of whom we are proud) any in the State.

In the spring of 1933, however, a young red-headed woman, Mariana Roach, and a man in the far end of his life, Arthur Babb, felt they had progressed far enough with their practice and study of hand-binding to let their work be seen.

Mr. Babb began doing repairs, and Miss Roach entered a number of cloth bindings in the Allied Arts Show. It was the first time that among the pottery, the tapestries,



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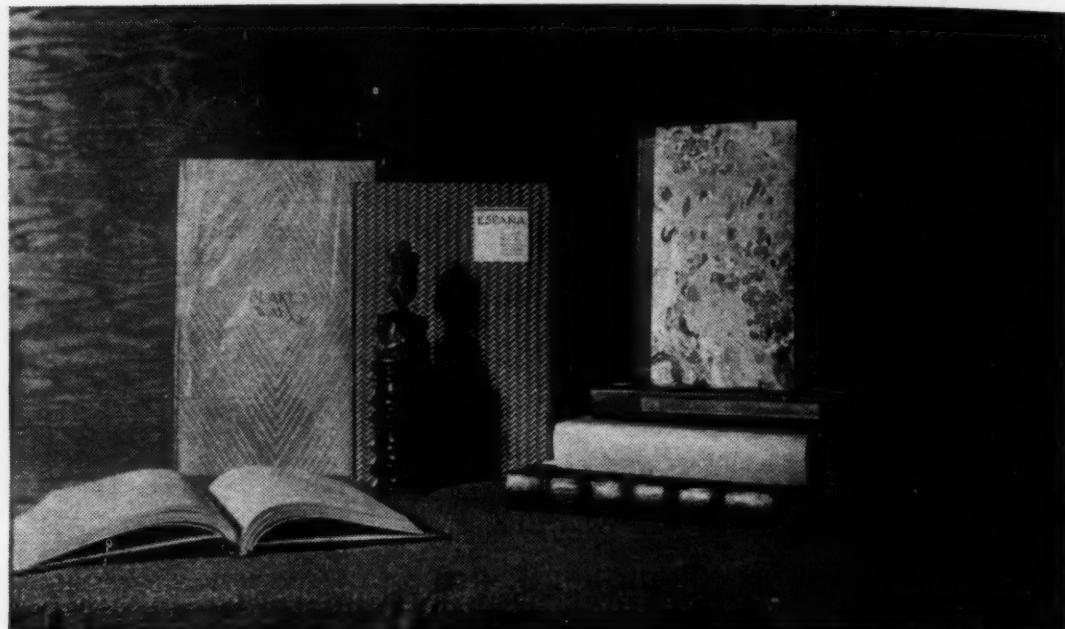
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*Some of Miss Roach's own work. The center book is bound in gingham, the one at the left in wall paper and one of those on the right in Miss Roach's own marble paper*

and the hammered spoons any books had appeared. The bright volumes, plaid to go with the children's stories inside, attracted attention. I stood by the case for an hour one afternoon just to overhear what people had to say, and noted their pleasure in realizing that books might be hand-bound in Dallas.

A month later at the annual Alice Street Art Carnival, Miss Roach took a stall and showed her wares. She had bound up some copies of *Contemporary Arts*, the southwestern journal well known to patrons of the carnival. Many stopped to handle the books, numbers mentioned having seen the earlier exhibition of her work, several wanted an explanation of how she did the trick, and a few (two!) ordered their files of the magazine bound.

Four months afterward, in October, Mr. Babb—who had made the presses and equipment for Miss Roach and for himself—went out to our State Fair to enter several volumes and some repaired books. It developed that there were classifications for quilts and jam and paintings on velvet, but none for book-binding. In fact, the registrar was non-plussed to find that private people actually knew how to put backs on books. This situation suggested to the old man that, with the co-operation of the Fair, he might help educate the public.

He was given a small corner cupboard on

the shelves of which he set forth the simple processes of binding at home. There were the sewing rack, with a book half-sewed in it, the glue pot, the press, everything down to a row of books all finished. A sign told the passerby that here he could learn the craft.

The exhibitions of the two Dallas amateurs have generated interest in two important groups: those who were suddenly jolted alive to the fact that they can study binding; and those who are delighted to know that they can have custom binding this side of New York.

Within the period that has elapsed since the spring of 1933, the man has done repairs for almost every collector in town, and for the extensive Americana library on Melrose Plantation in Louisiana. The girl has taught two classes in binding for the Dallas Art Institute, executed painstaking commissions where the old methods of true cord were used, and made dozens of very special books (for golden weddings, and the like) one of these being a unique hand-illuminated manuscript of "The Eve of St. Agnes," for Dr. John Livingston Lowes.

And in 1934, to the immense satisfaction of all concerned, the bulletin of the State Fair of Texas carried among its classifications: *Bookbinding*, with entries from the disciples as well as the teachers.



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## What's News!

FOR THE NEW DOLLAR EDITION of A. A. Milne's books for children which are to be published August 26th, Dutton's has chosen a specially-made, waterproof, washable, vermin-proof binding cloth manufactured by the Holliston Mills. The books will be printed on extra strong, specially-made paper made by the Warren Paper Mills, ordered in car-load lots.

THE DEVICE of printing a jacket design on the binding of the book has been used with effect by Claude Kendall and Willoughby Sharp on "The Second Mrs. Lynton" by Wilson Collison. The figure of a woman's head and a lettered title have been printed in waterproof oil inks on waterproof vellum, obviating the necessity of a jacket.

IN A RECENT NUMBER of the *British and Colonial Printer and Stationer*, A. J. A. Symons, secretary to the First Edition Club of London, voices a plea for a revival of the "rapidly drooping English binding tradition." Mr. Symons notes that this year's Fifty Books Exhibition in England shows that some advance has been made, but points out that there are practical as well as esthetic reasons for much greater improvement. "I

*better paper  
better books*

*Elmer E. Cole*

feel very keenly," Mr. Symons says, "that unless books are made attractive to look at as they stand on their shelves, people will not think it worth while to buy them. Instead they will go to the libraries and borrow their books. . . . It is a good thing that the nation is reading more, but it is not wholly good that most of the books read never become the permanent possessions of the individual. One result of the borrowing movement is that books are tending now to be produced almost entirely for the lending libraries. . . . The question we must answer is 'Are we going to relegate books to that class of reading matter, represented by the newspaper, which is read and thrown away—with the difference, in the case of books, that they are returned to the library shelves?' . . . The old idea was that a book was a more or less permanent possession, and that is the idea, in my opinion, which we need to foster. Without wishing any harm to the lending libraries, I believe we should encourage people to buy and keep their own books.

### BOOK PRINTING

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RECENT DEVELOPMENTS in the well-known hectograph process for reproducing typewriting have, according to scholars interested in the preservation of material for research, made available an alternative method of supplying to central libraries a reproduction of

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of the  
Yale University Press  
With Personnel, Equipment and  
Organization for Good Printing  
New Haven*

such theses as are important for preservation. The new "liquid process" hectograph increases the efficiency of the old process of multigraphing text from an original made with a methyl violet ink. The cost of a large number of hectograph copies of a typescript is little more than the cost of making two carbon copies. Recent experiments at Western Reserve University indicated that a thesis of 350 pages could be made in an edition of 50 copies for a little over \$50, over and above the cost of typing.

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# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

Ar: Fine Arts  
Bi: Biography  
Bu: Business

Dr: Drama  
Ec: Economics  
Fi: Fiction

Hi: History  
Ju: Juveniles  
Mu: Music

Po: Poetry  
Re: Religion  
Sc: Science

Sp: Sports  
Tr: Travel  
C.I.: Collectors' Item

**Aiken, George D.**

Pioneering with wild flowers; rev. ed. 179p. il. O [c. '33, '35] Putney, Vt., Author 2.50

**American educational catalog for 1935, The** [ed. by Alfred Hartog]. 138p. O '35 N. Y., R. R. Bowker Co. 1.00; pap., .50

A reference guide to the authors, editors, publishers and prices of elementary and secondary school textbooks and supplementary reading.

**Austin, Hugh**

It couldn't be murder. 309p. diagr. D (Crime club) c. Garden City, N. Y., Doubleday 2.00

Death stalked the Haughton household, and, despite all the facts, Peter Quint knew it was murder and finally succeeded in uncovering an ingenious plot. Crime Club selection for July.

Fi

**Baldwin, Faith [Mrs. Hugh Hamlin Cuthrell]**

The Puritan strain. 310p. O [c. '35] N. Y., Farrar & Rinehart 2.00

A sequel to "American Family." Laid mostly in modern America, with some Chinese background, it is the story of Elizabeth Condit, her marriage, its dissolution, and her great love affair in mid-life against which she tried to fight.

**Bardwell, R. W. and others**

Elementary English in action; grades 3—6. various p. il. (pt. col.), diagrs. D [c. '35] Bost., Heath grade 3, .64; grades 4-6, .68, ea.

**Bates, Edith May Hilliard**

A merry-go-round of joy [plays, poems, short stories]. 210p. D [c. '35] Bost., Christopher 2.00

**Bennett, Wendell Clark and Zingg, Robert M.**

The Tarahumara, an Indian tribe of northern Mexico. 431p. (5p. bibl.) il., diagrs. O (Univ. of Chic. pub'n in anthropology; ethnological ser.) [c. '35] Chic., Univ. of Chic. Press 4.00

An ethnographical survey of the culture of the Tarahumaras, the largest tribe of American Indians north of Mexico City.

**Bialik, Elisa**

On what strange stuff. 301p. D c. Garden City, N. Y., Doubleday 2.50

A swift-paced story of the desires and ambitions of seven men and women of modern Chicago.

**Bichowsky, F. Russell**

Is the navy ready? 342p. il., diagrs. O c. N. Y., Vanguard 3.00

An unfavorable criticism of the present efficiency of the United States Navy.

**Blake, Nicholas**

A question of proof. 302p. D c. N. Y., Harper 2.00

The murder of the most unpopular boy in an English public school is soon followed by the murder of the headmaster, and his young wife and her lover become the leading suspects.

**Boring, Edwin G. and others**

Psychology; a factual textbook. 555p. O '35 N. Y., Wiley 2.75

**Bosco, St. John**

Ven. Dominic Savio (1842-1857); tr. from the Italian by Mary Russell. 196p. il. O '35 St. Louis, B. Herder 1.25

**Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]**

Trouble rides the wind. 299p. D c. Bost., Little, Brown 2.00

Chip Bennett of the Flying U found plenty of action and trouble when he tried to put a stop to a frame-up that he had discovered was being planned.

**Breton, Val.**

The Blessed Trinity, history—theology—spirituality; tr. by Rev. B. V. Miller. 248p. O '35 St. Louis, B. Herder 1.35

**Bright, James Wilson**

Bright's Anglo-Saxon reader; rev. and enl. by James R. Hulbert. 527p. D ['35] N. Y., Holt 2.75

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20cm.); S (16 mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

<b>Brown Barron</b>			
Comanche, the sole survivor of all the forces in Custer's last stand, the Battle of the Little Big Horn. 108p. il. D [c. '35] Kansas City, Mo., Burton Pub. Co.	1.50	Dogs of today [2nd ed.]. 132p. il. O '35 [N. Y., Macmillan]	2.00
The life story of Comanche, the famous horse that survived the Custer Massacre.			
<b>Burkhalter, Frank E.</b>			
Winning the adolescent boy. 208p. D [c. '35] Nashville, [S. S. B'd of So. Bapt. Convention]	1.00	<b>Cullen, Sister Mary</b>	Ju
A practical study of the adolescent boy, from the viewpoint of the teacher of religion.		Life of St. Louise De Marillac; adapted for children from "Louise De Marillac" by the Comte De Lambel. 89p. il. O '35 St. Louis, B. Herder	.90
<b>Carpenter, Frank D.</b>			
Adventures in Geyser Land; reprinted from The wonders of Geyser Land, edition of 1878; ed. by Heister Dean Guie and Lucullus Virgil McWhorter. 318p. (bibl.) il., maps D c. Caldwell, Id., Caxton Printers	2.00	<b>Cyclopedia of insurance in the United States;</b>	Po
The original edition of 1878 has been long out of print.		45th annual ed., 1935; ed. by G. Reid Mackay and S. B. Ackerman. 809p. D c. '35 N. Y., Index Pub. Co., 206 B'way	3.00
<b>Chaucer, Geoffrey</b>	Po		
Geoffrey Chaucer's hymn to the Blessed Virgin; done in modern English by Anselm M. Townsend. 50p. D [c. '35] Milwaukee, Bruce	1.00	<b>Daniels, Francis Potter</b>	Po
<b>Coleman, John Winston, jr.</b>		The golden trove. 160p. O [c. '35] N. Y., Henry Harrison	2.25
Stage-coach days in the Bluegrass [lim. ed.]. 286p. (5p. bibl.) il. O c. [Lexington, Ky., Author, 405 Dudley Rd.]	2.50	<b>Davis, Athie Sale, ed.</b>	Po
An account of stage-coach travel and tavern days in Lexington and central Kentucky, 1800-1900.		Davis' anthology of newspaper verse for 1934; an annual barometer of the sentiment of the American people. 142p. il. D c. Enid, Okla., Editor bds., 2.50	
<b>Collins, Earl Augustus</b>	Fi	<b>Dickinson, Thomas Herbert, ed.</b>	Dr
Folk tales of Missouri. 133p. D [c. '35] Bost., Christopher	1.50	Continental plays; v. 1. 760p. (bibls.) D (Types of contemporary drama) [c. '35] Bost., Houghton	1.50
<b>Connington, John Jervis, pseud. [Alfred Walter Stewart]</b>	Fi	Tolstoy, Maeterlinck, Gerhart Hauptmann, Schnitzler, D'Annunzio, Chekhov, Quintero, Molnar, Paul Claudel, and Karel Capek are the playwrights represented.	
The Tau cross mystery. 294p. diagrs. D c. Bost., Little, Brown	2.00	<b>Didelot, Roger Francis</b>	★ Fi
A small golden Tau cross figured prominently in the puzzling murder case which Chief Constable Sir Clinton Driffield and Squire Wendover were called upon to solve.		Murder in the bath; tr. from the French by Elizabeth Abbott. 302p. D (Popular copyrights) [c. '33] [N. Y., Grosset]	.75
<b>Coomaraswamy, Ananda Kentish</b>	Ar	<b>Dolphin (The); no. 2; a journal of the making of books.</b>	C.I.
Elements of Buddhist iconography. 119p. il. '35 Cambridge, Mass., Harvard	3.50	329p. (bibls.) il. (pt. col.), diagrs. F c. N. Y., Lim. Eds. Club	10.00
<b>Appalachian Forest Experiment Station, Forest Service</b>		An annual volume of essays. Two thousand copies were printed in May at the printing-office of the Yale University Press.	
Forest improvement measures for the southern Appalachians. 45p. (bibl.) il., map, diagr. O (U. S. Dept. of Agri. technical bull. no. 476) '35 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., .05		<b>Drinkwater, Rev. F. H.</b>	Re
<b>[Blakely, Quincy]</b>		Rough sermon notes on the Sunday Gospels; new ed. 151p. O '35 St. Louis, B. Herder	1.50
Farmington, one of the mother towns of Connecticut. 29p. (bibl. note) il. O (Conn. Tercentenary Commission pub'n no. 38) '35 [New Haven, Conn.], Yale			
pap., .25		<b>Engels, Friedrich</b>	★
<b>Bloom, James Harvey and James, Robert Rutson</b>		The housing question [tr. from the German; ed. by C. P. Dutt]. 103p. (bibl. footnotes) O (Marxist lib. no. 23) [n.d.] N. Y., Internat'l Publishers	1.00
Medical practitioners in the Diocese of London, licensed under the Act of 3 Henry VIII, c. 11; an annotated list 1529-1725. 104p. D '35 [N. Y., Macmillan]	1.75	An elucidation of the Marxist conception of the housing question which was written in 1872 and is now translated into English for the first time.	
<b>[Boyd, Julian Parks]</b>			
The Susquehannah Company: Connecticut's experiment in expansion. 48p. (bibl. note) maps O (Conn. Tercentenary Commission pub'n no. 34) '35 [New Haven, Conn.], Yale	.50	<b>Downes, James Edward and others</b>	
pap., .50		Visualized units in American history. 320p. (bibls.) il., maps, diagr. S (Cebo ser.) [c. '35] N. Y., College Entrance B'k Co.	.60
<b>Braun, Wilbur</b>			
Aunt Cindy cleans up! a riot of laughs in three acts. 118p. diagr. D c. '35 N. Y., S. French	.50	<b>Eaton, Merrill T. and Louttit, C. M.</b>	
pap., .50		A handbook of library usage, for schools and colleges. 43p. (bibls.) D (Educational progress bull., v. 11, no. 1) c. Bost., Houghton	.20
<b>Brooks, Alice R., ed.</b>			
Readings for French, Latin, German; a bibliography		<b>Favalora, E. W.</b>	
		Practical design of exhaust and blower systems; a handbook on the designing and engineering of blower systems in which the subject is treated in a way that the man of limited education can comprehend and understand both its meaning and application. 283p. il., diagrs. D [c. '35] N. Y., Edwin A. Scott Pub. Co.	5.00

<b>Felici, Cilio</b>	<b>★ Bi-Re</b>	
Among the wolves; the life of Father Lino Maupas; tr. from the Italian by Teresa Novi. 159p. il. O '35 St. Louis, B. Herder		1.25
<b>Finney, Ross Lee</b>		
Elementary sociology; a constructive textbook for high schools and junior colleges; 3rd ed. 351p. (bibls.) il., diagrs. D '35 Chic., B. H. Sanborn	1.60	
	Fi	
<b>Fitzgerald, Sheila, pseud. [Maeve O'Callaghan]</b>		
Hungarian rhapsody. 284p. D '35 N. Y., Harper		2.00
Post-war Hungary is the scene of this moving novel about the Ehrenfeld family.		
<b>Flowers, Sumpter Lee</b>	<b>Fi</b>	
The mystery of Lookout Mountain. 183p. D [c. '35] Bost., Christopher	1.75	
<b>Fraser, Chelsea Curtis</b>	<b>Ju</b>	
Heroes of the air; rev. ed. 744p. front. (por.), maps D [c. '26-'35] N. Y., Crowell	2.50	
<b>Freund, Philip</b>	<b>Fi</b>	
The snow. 226p. D '35 N. Y., Pilgrim House bds., 2.00		
<b>Fullwood, Nancy [Mrs. Anna Mebane Fullwood]</b>		
The flaming sword. 59p. D '35 N. Y., Macoy Pub. Co.	1.50	
On the road to Damascus. 94p. D ['35] N. Y., Macoy Pub. Co.	2.00	
The author's experiences in higher dimensions of consciousness.		
<b>Furman, Abraham L. and Hadley, Harold</b>	<b>Fi</b>	
Drug store; the saga of an American institution. 318p. D [c. '35] N. Y., Macaulay	2.00	
A story of the amazing transformation of Burris' Drug Store from an old-fashioned suburban pharmacy into a combination department store, lunch room, cosmetic dispensary and drug business, and its effects on Jed Burris, his family and staff.		
<b>Gilbert, Jessie G.</b>	<b>Fi</b>	
She married the doctor. 233p. D [c. '35] Bost., Bruce Humphries	2.00	
A story of the problems and adjustments which face a young married couple.		
<b>Gillespie, Cecil Merle</b>	<b>Bu</b>	
Accounting procedure for standard costs. 431p. il. O '35 N. Y., Ronald Press	5.00, loose leaf	
<b>Fucilla, Joseph G. and Carrière, Joseph M.</b>		
D'Annunzio abroad; a bibliographical essay. 248p. D (Inst. of French Studies pub'n, bibl. ser.) [c. '35] N. Y., [G. L. van Roosbroeck]	pap., 2.25	
<b>Garcia, F. L.</b>		
How to analyze a bank statement. 54p. O [c. '35] [Cambridge, Mass.], Bankers Pub. Co. pap., 1.00		
<b>Gould, George Milbry</b>		
Gould's medical dictionary; the words and phrases generally used in medicine and the allied sciences, with their pronunciation and derivation; 4th rev. ed. by R. J. E. Scott and C. V. Brownlow. 1556p. il., diagrs. Q [c. '35] Phil., Blakiston's lea. cl., 7.00; indexed ed., 7.50		
<b>[Hanna, John Calvin, comp.]</b>		
Books and libraries in recognized high schools; rev. and enl. ed. of Books and maps, so far as related to books and libraries. 108p. (bibls.) O '35 [Springfield, Ill., State of Illinois, Office of Superintendent of Public Instruction]	pap., apply	
<b>Hattwick, Melvin S. and Williams, Harold M.</b>		
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<b>Goode, Kenneth</b>	<b>Bu</b>	
Move your merchandise. 181p. D '35 N. Y., Greenberg	2.00	
<b>Gordon, Seton Paul</b>	<b>Tr</b>	
West Highlands; il. by Sir D. Y. Cameron. 447p. D (Highways and byways ser.) '35 N. Y., Macmillan	3.25	
<b>Graham, Abbie</b>		
Ladies in revolt [19th century woman movement]. 222p. O [c. '35] N. Y., Womans Press	1.75	
<b>Grahame, Kenneth</b>		
The wind in the willows; il. by Ernest H. Shepard. 318p. D (Modern standard authors) [c. '35] N. Y., Scribner	.80	
<b>Groves, Ernest Rutherford</b>		
Understanding yourself; the mental hygiene of personality. 278p. (8p. bibl. note) D [c. '35] N. Y., Greenberg	2.50	
Practical advice on problems of personality and mental hygiene, by a professor of sociology at the University of North Carolina.		
<b>Hand-press papers</b> [essays]. 60p. il. O '35 Phil., Magee Press, 6388 Overbrook Ave.	2.00	
<b>Haynes, Frederick Emory</b>		
Criminology; 2nd ed. 508p. (bibls.) O (McGraw-Hill pub'n in sociology) c. N. Y., McGraw-Hill buck., 3.75		
<b>Hoffman, William G.</b>		
The public speaker's scrapbook. 280p. D [c. '35] N. Y., Whittlesey House, McGraw-Hill	2.50	
A source book of suggestions, information, ideas and material for both the experienced and inexperienced public speaker.		
<b>Holm, John Cecil and Abbott, George</b>	<b>Dr</b>	
Three men on a horse; a comedy in three acts. 141p. il. D '35, c. '34, '35 N. Y., S. French	1.50	
A current success on Broadway.		
<b>Horn, Paul V.</b>		
International trade; principles and practices. 747p. (bibls.) map, diagrs. O c. N. Y., Prentice-Hall	5.00	
A text for colleges and universities.		
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(bibls.) diagrs. O (Univ. of Ia. studies, new ser. no. 290; Studies in child welfare, v. 11, no. 2) '35 Iowa City, Univ. of Ia.	1.35; pap., 1.00	
<b>Heldt, Peter Martin</b>		
Automotive engines; design, production, tests; 9th ed. of The gasoline motor. 655p. il., diagrs. O '35 Nyack, N. Y., Author	6.00	
<b>Hertzler, Arthur Emanuel</b>		
Surgical pathology of the peritoneum. 394p. (bibls.) il. O (Hertzler's monographs on surgical pathology) [c. '35] Phil., Lea & Febiger	5.00	
<b>[Hicks, Frederick C.]</b>		
Yale Law School: the founders and Founders' Collection. 47p. il. O (Conn. Tercentenary Commission pub'n no. 39; Yale Law Lib. pub'n no. 1) '35 [New Haven, Conn.], Yale	.50	
<b>Holliday, Houghton</b>		
Dental radiology handbook. 130p. front. (por.), diagrs. D c. N. Y., Macmillan	2.00	
<b>Hymns for creative living.</b>		
192p. (2p. bibl.) O [c. '35] Phil., Judson Press	.40; bds., .25	

- Howes, Durward, ed.** **Bi**  
American women; the official who's who among the women of the nation, 1935-36. 733p. O [c. '35] Los Angeles, Richard Blank Pub. Co., 527 W. 7th St. 10.00  
Brief biographical records of some outstanding American women. Includes a statistical summary, a geographical index and an organization appendix.
- Hughes, Rev. Henry Louis** **Bi-Re**  
Saint Joseph Cattolengo, the "Good Canon." 128p. front. O '35 St. Louis, B. Herder .90
- Hurst, Charles Chamberlain** **Sc**  
Heredity and the ascent of man. 147p. diags. S '35 N. Y., Macmillan 1.50  
An outline, for the general reader, of recent research in genetics concerned with the origin, evolution and ascent of man.
- Isely, Elise Dubach and Isely, Bliss** **Bi**  
Sunbonnet days. 226p. il. D c. Caldwell, Id., Caxton Printers 2.00  
These pioneering reminiscences of Elise Dubach Isely, as told to her son, describe her arrival in New Orleans from Switzerland in 1855, her Civil War marriage, and farming on the Kansas prairies in frontier days.
- Jackson, John Hampden** **Hi**  
The post-war world: a short political history 1918-1934. 446p. (5p. bibl.) maps O c. Bost., Little, Brown 2.50  
An interpretative history of the world during the post-war years, intended primarily for the average reader.
- Jensen, Dana Olaf and others**  
Modern composition and rhetoric. 643p. diags. O [c. '35] Bost., Houghton 2.25  
A college text for a freshman composition course.
- Joeckel, Carleton Bruns**  
The government of the American public library. 412p. (10p. bibl.) maps O (Univ. of Chic. studies in lib. science) [c. '35] Chic., Univ. of Chic. Press 3.00  
This study, by a professor of library science at the University of Michigan, describes, analyzes and evaluates the position of the public library in the structure of government in the United States.
- Kassil, Leo** **★ Fi**  
The land of Shvambrania; tr. from the Russian [by Sylvia Glass and Norbert Guterman]. 301p. maps D c. N. Y., Viking 2.00  
A story of two Russian boys who invented an
- Kennedy, Charles O'Brien**  
Romeo passes by; a supposititious comedy in one act. 26p. diagr. D c. '35 N. Y., S. French pap., .35
- Lamkin, Nina B.**  
Camp dramatics. 135p. (bibls.) D (All through the year ser.) [c. '35] N. Y., S. French pap., .50
- [Morse, Jarvis Means]**  
Connecticut newspapers in the eighteenth century. 31p. (bibl. note) O (Conn. Tercentenary Commission pub'n no. 36) '35 [New Haven, Conn.], Yale pap., .25
- Noller, C. R., ed.**  
Organic syntheses; v. 15. 104p. O '35 N. Y., Wiley 1.75
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German-English questions and answers for catechetical instruction for the Sunday school and the home; short explanation of Luther's catechism. 147p. S '35 Milwaukee, Caspar, Krueger, Dory .50
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- imaginary country, Shvambrania, and saw their own world change before their eyes during the Revolution.
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Samuel Taylor Coleridge. 158p. (bibls.) O c. Balt., Enoch Pratt Free Lib. bds., 2.50  
A selected bibliography of the best available editions of his writings, of biographies and criticisms of him, and of references showing his relations with contemporaries, for students and teachers.
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Tempest over Mexico; a personal chronicle. 319p. il. O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown 3.00  
An account of the author's interesting and exciting experiences during the revolution in Mexico where she was running a hotel in Cuernavaca, a resort town near Mexico City which was one of the centers of revolt.
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Government control of the economic order; a symposium. 127p. D c. Minneapolis, Univ. of Minn. Press 1.75  
These eight articles, which envisage a new political economy in the United States, were originally presented at the political theory round table of the American Political Science Association.
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A hitherto unpublished work by the author of "Moby Dick." It had never been published before because the manuscript was almost unreadable. Only after many years of study and research was the editor able to decipher it. This edition, made by the Pynson Printers under the supervision of Bruce Rogers, is limited to 650 copies. It contains an unpublished photogravure portrait of Melville and a facsimile specimen of the manuscript. The publication date is June 24th.

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Agricultural adjustment in 1934; a report of administration of the Agricultural Adjustment Act, February 15, 1934, to December 31, 1934. 474p.	Slavery in Connecticut. 32p. (bibl. note) O (Conn. Tercentenary Commission pub'n no. 37) '35 [New Haven, Conn.], Yale pap., .25
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<b>Ware, Norman J.</b>				Lincoln in portraiture [lim., numbered, signed ed.]. 317p. il. (pars.) O c. N. Y., Press of the Pioneers 6.00
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 Rolland. People's Theatre. Holt. 1918.

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 Encyclopedia Britannica. 9th & 10th eds. 35  
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 Riley, James Whitcomb. Works. Greenfield ed.  
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 Wyer. State Libraries. 1915. A. L. A.  
 Isaacson. Simple Story of Music.  
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 New Century Bible. Revised; Leviticus and Numbers; Deuteronomy and Joshua; Judges and Ruth; Chronicles I and II; Psalms LXXIII to end; Proverbs, Ecclesiastes; Corinthians I and II. Oxford.  
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 Madison. Notes. Ed. Jas. Brown Scott. Oxford Pr.  
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 Yates. Summer Fruit.  
 Coomaraswamy. Dance of Siva.

**Bancroft Mem'l Lib., Hopedale, Mass.**  
 William F. Draper. Recollections of a Varied Career. Little, Brown. 1908. 20 copies.

**Barbieri & Price, Ltd., 9045 Sunset Blvd., Los Angeles, Calif.**  
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 Machers. Hieroglyphics. Knopf. 1923.  
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 Rogers. Tropical Medicine. Blakiston. 1934.  
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 Sears. Boise Survey. World Bk. 1920.  
 Shay. Treasury of Plays for Men. 1923.  
 Squire. Essays on Poetry.  
 Stern. Matriarch. Novel of distinction.  
 Wilde. Works of O. Wilde. Vol. 10. 1909.

**The Bibliophile, 1830 N. High St., Columbus, O.**  
 Flandrau. Diary of a Freshman.  
 Der Kraftmeyer. A German novel.

**Biblio & Tannen, 99 4th Ave., New York City**  
 Merritt. Ship of Ishtar.

JULY 6, 1935

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## Books Wanted—Continued

**Arthur F. Bird, 22, Bedford St., Strand, W. C. 2,  
London, Eng.**  
Archko Volume. 1905. Philadelphia.

**Bliss Book Shop, 45-53 45th St., Woodside, L. I.**  
Knott, J. E. Vegetable Growing.  
Richardson, Pamela. 1st Worcester ed. 1794.  
Describe fully.

**Ben Bloomfield, 65 University Pl., New York**  
Autographs and photographs (originals only) of  
well-known American actors and actresses.  
Period 1800 to 1930.

**Blue Book Shop, 5314 Germantown Ave., Phila.**  
Keable, Great Gallilean. Boston. 1929.  
a'Kempis. Imitation. Gebbie ed. 1889.

**Bd. of Pub. & Bible Sch. Work, 25 E. 22nd St.,  
New York**  
Page, Kirby. Was Jesus a Patriot?

**The Bookery, 1647 Welton St., Denver, Colo.**  
Cuppy, Will. How to Be a Hermit.

**Booke Shop, 4 Market Sq., Providence, R. I.**  
Letters of a Nun.  
Letters of Eloise.  
Books illustrated by Hugh Thomson, especially  
pencil drawings.  
Illustrated London News. Jubilee ed. English.  
Campbell, Mosquitoes and Dollars. Stratford.  
Cheap. State condition.  
Harris, Walter B. Morocco That Was.

**Booklovers Shop & Lib., 212 S. Akard St., Dal-  
las, Texas**  
Crofton, Algernon. Goat's Hoof.  
Horsegal, Frances Riley. Ministry of Song. 1870;  
Under the Surface. 1874; Loyal Responses.  
1878.

**The Bookman, 88 Ionia Ave., N.W., Grand  
Rapids, Mich.**  
Cežinsky & Gribble. 18th Century Furniture. 3  
vols. Used.  
Strange, Eng. Furniture; French Furniture.  
Edwards, Jonathan. Book containing Angry God.  
Brinkler. Foresight. Book only.  
Davenport. Apology for Mohammed & Koran.  
Books by G. P. R. James. Maunsell B. Field.  
Cheap only.  
Heinemann. Little Books on Furniture. Vols.  
I-III.

**Book Mart, 244 Fifth Ave., New York City**  
Viereck. Invincible Adam; Salome.

**Book Nook, 1724 Orrington Ave., Evanston, Ill.**  
Kaye. To Live Alone.

**Book Shop, 158 University Ave., Palo Alto, Cal.**  
Wodehouse. Golf Without Tears.  
John Riddell Murder Case.

**Book Shop, 130 N. Michigan St., South Bend, Ind.**  
Bayne, S. G. Pith of Astronomy.

**The Bookshop, 83 South St., Morristown, N. J.**  
Byrne. Foolish Matrons. Not 1st.

**Book Shop, 20 Academy St., Newark, N. J.**  
Bernheim. Suggestive Therapeutics.  
Palmer. Field Book of Nature.  
Pollard. The Lost Cause Regained.

**Bookshop for Boys & Girls, 270 Boylston St.,  
Boston, Mass.**

Dugmore. Corsica the Beautiful.

**Bookshop of the Tamiami Trail, Brooksville, Fla.**  
Scott Buchanan. Poetry and Mathematics. Reynal & Hitchcock.

Benda. The Treason of the Intellectuals. Wm. Morrow. 1928.

**Book Stall, 113 E. 1st St., Flint, Mich.**  
Niezichowski. The Cruise of the Kronprinz Wilhelm. Doubleday.

**Boulevard Book Shop, 546 N. Michigan Ave.,  
Chicago**

Anderson. Health Foods and How to Prepare  
Them; Natural Way in Diet or The Proper  
Food of Man.

McDermott. Metaphysics of Raw Food.

**Bower's Book Store, Olney, Ill.**  
Gibran, Kahlil. The Prophet. N. Y. 1923.

Jordan. The Gait of the Trotter.

Feek. Every Man His Own Trainer.

Geer, Ed. Experiences with Trotters.

Moore, William. Horse Shoeing.

Chetwynd. Racing Reminiscences.

Day. The Race-Horse in Training.

Hay Seed: Or How to Develop Speed in Horses.

Lehndorff. Horse Breeding Recollections.

Sander. Horse Breeding.

Simpson. Tips and Toe Weights.

Roberge. The Foot of the Horse.

Russell. Scientific Horse Shoeing. 10th rev.

**Brentano's, Pittsfield Bldg., 63 E. Washington St.,  
Chicago**

Artzbashev. The Breaking Point.

Chapin, C. E. Chapin's Story.

Darwin. Voyage of the Beagle. Library ed. Harper.

Freeman. Robert E. Lee. Vol. 1 only. 1st ed.

Galsworthy. Silver Spoon. 1st English ed.

Hiscox. Mechanical Movements.

Irving. Mahomet. 1 vol. ed. Library Edition.

Malet, Lucas. Sir Richard Calmady.

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Osborn-Moore. The Voices.

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O'Brien, F. M. Story of the Sun.

Sinclair. Oil.

Youtz, G. A. The Supremacy of the Spiritual.

**Brentano's, 586 Fifth Ave., New York City**

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Allen, Anthony Adverse. 3 vol. ed.

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Aspects.

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Burrows. History of Marine Corps.

Conklin, the Agnostic. Any works of.

Cooper. History of Navy of U. S.

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Gerbault. In Quest of the Sun.

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*New Yorker Scrap Book.*  
 Nichols. *Twenty-Five.*  
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 Priestley & Walpole. *Farthing Hall.*  
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 Rollins. *History of Assyrians, Carthaginians, etc.* Vol. I.  
 Russell & Moore. *U. S. Navy in World War.*  
 Schevill. *Life of Cervantes.*  
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 Froude. *Letters and Reminiscences of Jane Welsh Carlyle.*  
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*Montague Family.* 1886.  
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*Books on Old Guns.*

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 Ady, J. M. *Painters of Florence from the 13th to the 16th Century.* Dutton.  
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 Brown, A. V. & Rankin, W. *Short History of Italian Painting.* Dutton.  
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 Cotterill, H. B. *History of Art.* 2 vols. Stokes.  
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 Munroe. *At War With Pontiac.*

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- Lamperti. *The Technique of Bell Canto.*  
 Kofler. *The Old Italian Method of Singing.*  
 Beard. *Short History of the American Labor Movement.* 1920.

**Britannica Book Shop, 342 Madison Ave., N. Y.**  
 Publishers' Weekly. April 21, 1934.

- Brown's Book Shop, State & Lake, Madison, Wis.**  
 Douglass. *Study of Climatic Cycles & Tree Growth.* Vol. I.

**Bryant Book Shop, 72 W. 48th St., New York**  
 Wedekind. *Tragedies of Sex.*

- H. R. Burgess & Co., 149 Newbury St., Boston**  
 Glover. *Technique of Psychoanalysis.*  
 Hardy. *Wessex ed.* London. 1912; *Tess of the D'Urbervilles; Under the Greenwood Tree; Far from the Madding Crowd; Return of the Native; Trilogy-Dynasts; Jude the Obscure.*

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Sermon Bible. 12 vols. Armstrong. 1892.  
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Spencer. The Man vs. the State. Ed. by Beale. Kennerly. 1916.

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Bone, Philip J. *The Mandolin and Guitar.* London. 1916.**Jas. F. Drake, 24 W. 40th St., New York**

Bacon, Leonard. Any 1st eds.

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Dictionary of Royal Lineage. 2 vols. Chicago. 1902-1904.

Dolphin No. 1.

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 Journal of Biolog. Chemistry. Vols. 11 to 21, 24, 28, 29, 33, 35.  
 Amer. Jrl. of Medical Sciences. Vols. 184 to 187.  
 Annals of Otology. Vols. 1 to 43, Nos. 1-3.  
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The Giant Fish of Florida. Turner-Turner.  
 Bryden. Fox Hunting, Past & Present.  
 Richardson. Practical Hints for Horse Novices.  
 Bentinck. The Fox Hound. 1923.  
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 10 vols.

**Gelber, Lilienthal, Inc., 336 Sutter St., San Francisco, Calif.**  
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 Col. Records of Conn. Vols. 3, 7, 9, 11, 12, 15.  
 Hall. History of Norwalk, Conn.  
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 Shortt & Doughty. Canada & Its Provinces.  
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 Paine. Book of Buried Treasure. 1st ed. 1911.  
 Plympton. The Happy Forest, etc.  
 Poe, Edgar Allen. Poetical Works. Cornhill. 1930.  
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